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M-I-C

MARKETING INFORMATION FOR CONSUMERS



Report of the

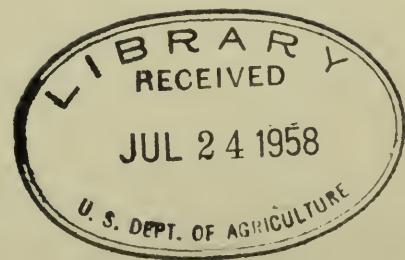
Eastern Regional Training Conference

Rutgers University, 1956 //

New Brunswick, New Jersey

April 9 - April 13,

1956



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The program-planning committee for this eastern conference was guided by the fact that this work is relatively new; and for the most part the personnel is quite new, with the majority having less than two years experience in this field.

The first marketing information programs for consumers got under way in 1948. During that year, 11 States and Puerto Rico started programs. There were 16 consumer marketing workers on the job. By 1956 there were programs in 39 States, Puerto Rico, and Hawaii, and there were 92 consumer marketing workers. (For details of the growth of the program, see talk by Gale Ueland, Acting Chief, Consumer-Distributor Marketing Branch, Division of Agricultural Economics Programs, Federal Extension Service, in the appendix.).

The Conference Committee

Charles E. Eshbach, Massachusetts, who also acted as secretary; Joseph F. Hauck, New Jersey, who also served as chairman of local arrangements; Miriam J. Kelley, Michigan; Viola McCain, Tennessee; Carlton E. Wright, New York; and Ruth Hodgson, Raymond C. Scott, and Gale Ueland, Federal Extension Service.

The Extension Marketing Committee

Director M. C. Bond, New York, Chairman; Director L. A. Bevan, New Hampshire; Assistant Director C. B. Ratchford, North Carolina; Marketing Program Coordinator R. C. Kramer, Michigan; Assistant Director Alvin G. Carpenter, Utah; and State Home Demonstration Leader Loa Whitfield, Ohio.

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This report is in two main sections. The first includes summaries of the talks and other presentations, session by session. The second section is the Appendix, and it includes the full text of certain of the talks, a bibliography of the various materials distributed during the conference, committee reports, the program of the conference, and a list of those attending the conference.

The specific materials distributed during the sessions are indicated in the session summaries. Reference notes at the end of each session summary call attention to the text of talks and details on materials distributed which will be found in the Appendix.

OUR ROLE IN MARKETING

(Summary of April 9 Morning Session)



Marketing information programs for consumers, as we know them today, are primarily an outgrowth of the Agricultural Marketing Act of 1946. This was emphasized by Raymond C. Scott, Assistant Director, Division of Agricultural Economics Programs, Federal Extension Service, who pointed out that in this act "The Congress hereby declares that a sound, efficient, and privately operated system for distributing and marketing agricultural products is essential to a prosperous agriculture and is indispensable to the

maintenance of full employment and to the welfare, prosperity, and health of the Nation." M-I-C must be developed as a part of the total marketing program in each State and as a part of the total Extension program.

A film strip illustrating the objectives of the Marketing Information Program for Consumers will be made available from the Federal Extension Service.

Extension Has a Big Opportunity in Marketing

In our marketing role, Lindley G. Cook, Associate Director, New Jersey Extension Service, said we need to gain the confidence of the resident, research, and extension staff, the consumer, the grower, and the processor; and we need to maintain it. The importance of the job is significant. Maintaining it as an educational job is vital. Extension has the same opportunity in marketing as it had in the production field when two blades of grass

were grown where only one grew before. The success of M-I-C will depend on the initiative, imagination, and salesmanship we put in it.

The Information Consumers Need

Our role in helping to achieve a sound, efficient marketing system is to provide information that will make it possible for consumers to become intelligent buyers and users of goods and services. Dean Helen G. Canoyer of the college of home economics, Cornell University, New York, emphasized that in discussing the kinds of information consumers need. She said that consumers need information about the marketing system, such as an understanding of marketing margins, pricing, and the effect of consumer action on marketing practices. Consumers also need information on supply and price, uses for various qualities of goods, nutritive value, care, and preparation. Dean Canoyer stated that marketing information when used intelligently by the home manager will result in (1) wiser expenditure of family income, (2) wiser expenditure of time and effort, (3) more rational choices, and (4) higher level of living. She challenged us with the statement that, in the next five years, the need for a greater amount and variety of marketing information will increase. Can marketing information in sufficient quantity of sufficient usefulness be made available to help the home manager?

Note: The complete talks by Dr. Raymond C. Scott and Dean Helen G. Canoyer are included in the Appendix.

CREATIVE PROGRAMMING

(Summary of April 9 Afternoon Session)



During the afternoon, the philosophy and objectives of M-I-C were discussed from the viewpoint of administrators, agricultural economists, and home economists. Ways we can keep M-I-C strong, useful, and dynamic were also highlighted.

A Consumer-Oriented Education Program

Two points were emphasized by several speakers. M-I-C must be an educational program and M-I-C must be a consumer-oriented program. Dr. G. W. Hedlund, head of the department of agricultural economics, Cornell University, pointed out that you can't fool consumers, and what is good for consumers will in the long run be good for producers. He also said that while these programs are educational, it is handy once in a while if the education turns out to be promotion.

Director L. A. Bevan, of the New Hampshire Extension Service, said that our educational work can at times be promotional. We must, however, be careful not to confuse the two. We cannot confine our information to local products only.

Part of the Total Extension Program

Both Dr. Hedlund and Director Bevan stressed the importance of integrating M-I-C into the total Extension marketing program. Dr. Hedlund said that making the free-choice market economy work better than it does should be the orientation of the whole program. In doing that, we must operate around three groups--producer, trade, and consumer. Director Bevan suggested that if we can conceive of a food program that reaches from the farm to the consumer we have the possibility of integrating the marketing program and improving it in ways that we have never before tried to apply.

Coordinating the Marketing Work

Shirley Weeks, extension specialist in consumer education, Massachusetts, gave an example of how Massachusetts is endeavoring to coordinate marketing work, and distributed a publication entitled, "Your Guide to Extension Marketing With Producers, Wholesalers, Retailers, Consumers." She emphasized that a team approach is used in introducing the work into the

county programs. Marketing specialists in animal products, fruits and vegetables, food merchandising, M-I-C, an agricultural economist, and the food technologist met with the county staffs, the boards of trustees, and the advisory council in helping develop work within the counties. Mrs. Weeks distributed a publication prepared in Massachusetts designed to help county workers develop a marketing program with producers, wholesalers, retailers, and consumers.

Information Must Be Adequate

In discussing the importance of having adequate information, Director Bevan stated that any marketing program connected with consumers should include economic information. There is a need for both current and long-range information, and this should include outlook information. We must also include consideration of nutrition, care in the home, and preparation for serving.

Emphasize Content of the Program

Vera Caulum, associate State leader of home demonstration agents, Cornell University, observed that our responsibility is to present the facts about all foods, keeping in mind that most homemaker-consumers as food purchasers want to provide good living for their families. We must keep in mind that their choices will be personal choices often dictated by factors other than dollar cost. Dr. Hedlund said one of the main problems we have is the content of the program as far as its educational features are concerned. Content is what we need to emphasize from now on. For example, how much are we telling people about the economics of stamp plans and other premiums offered in retail stores?

The Rifle Approach

Dr. Mabel Rollins, head of the department of economics of the household and household management, Cornell University, suggested making greater use of subject matter people. Take material to them to be checked; seek their help in getting answers to problems. For example, she said she would like to have better information on time and money expenditures for food. The subject matter people can help us get this. She stated that storage is another subject where there is need for better information. We may be using broader terms than we should. We say store in a cool place. Where do you get a cool place in many apartments? How cool is needed?

Dr. Rollins suggested that we stop talking about "the consumer" or "Mrs. Consumer." We miss the point when we talk about the consumer in general, how much of our information applies to every man, woman, and child? In the light of present day economic and social developments, we should see what kinds of groups of consumers there are. Working women, suburban groups; groups that want to save money, large family groups, and people who live alone are some. She challenged us to use the rifle approach rather than the shot gun.

Using Advisory Groups

This same opinion was expressed by Director James W. Dayton of the Massachusetts Extension Service. He suggested that the right kind of an advisory group could help us recognize the needs of specific groups and help us direct our program toward meeting these needs. He recommended that if we decide to have an advisory committee it should be advisory, not administrative. It should guide the program so that the program meets the needs and solves the problems of the people. Such a committee can support and help to explain the program. We need to have consumers as a major group on an advisory committee; we also need the trade, producers, and mass media represented. He warned that there is a problem on how best to combine the judgments of different groups of lay people and the information and technical knowledge that the professional people have. The lay people will be best in selecting problems and needs, and the professional people will be best in developing the plan of operation. Director Dayton distributed a Michigan Extension Service publication which explains setting up and using M-I-C advisory committees.

Coordination With County Program

It was pointed out that M-I-C must be a part of the total extension program. Miss Caulum stated that the degree to which M-I-C is coordinated into the regular extension program depends upon the training, experience, and imagination of the county staff. It is human nature to do those things most that you do easily and get satisfaction from. County staffs need to have much individual attention if they are going to include M-I-C as a regular part of their program.

Hildreth Flitcraft, extension agent in food marketing, New Jersey, gave examples of how the M-I-C workers in New Jersey get counties to do more M-I-C. They visit the county people and discuss the program with them once or twice a year. They help the county staff utilize the materials from the regional M-I-C office and, in addition, supply information, visual materials, and the like to county workers. James Bromley, Extension consumer education specialist, Rhode Island, pointed up the importance for us to continually look for ways that will enable us to decide if the material we put out is adequate.

One of Dr. Rollins' statements rather neatly summarizes this session. She challenged us to do some "imaginative soul searching."

Note: Details on material distributed during this session are included in the Appendix.

SOURCES OF MARKETING FACTS

(Summary of April 10 Morning Session)



Before the April 10 session began, several speakers had stressed our need for well-defined program content. So far we have little research on specific M-I-C materials. But we do have a core of references we can adapt to fit our needs.

Information References

Carlton E. Wright, marketing economist, Cornell University,

presented a group of Federal and national economic sources, Charles E. Eshbach, director, New England Extension Services' marketing information program, listed local and State economic sources, and Ruth Hodgson, extension economist, Federal Extension Service, reviewed Federal, national, and local home economic sources. Each speaker distributed an annotated reference guide.

All three speakers emphasized our need to become familiar with the references, eliminate those that do not apply, and use knowingly the reliable ones. Carlton Wright stressed careful interpretation of economic materials. He added, "If it sometimes seems difficult to get or interpret the facts, remember that if they were all ready to go, we wouldn't have a job." Charles Eshbach developed a chart of local and State sources of economic information, saying we must relate materials available nationally to the local situation. He explained the type of materials available from producers, trade associations, graders and inspectors, wholesalers, jobbers, retailers, county agents, and consumers. He stressed the value of personal contact with these various groups. Rather than sending off wholesale for materials, we can usually get free sample copies or publication lists from both Federal and commercial sources. Then we can ask to be put on the mailing list for those we really need.

Getting Help From Others

Among those who can supply us with marketing facts are the nutrition specialists, the commodity specialists, the agricultural agents, and members of State

departments of agriculture and food distribution agencies. Representatives of each of these groups explained the type of materials they can provide and how we can coordinate our work with theirs.

Irene Wolgamot, associate specialist in foods and nutrition, New Jersey, said the nutrition specialist, too, provides facts on food for homemakers. These extension specialists usually have materials we can use on preparing and serving food, meal planning, community meals, nutrition, food budgets, home care, and preservation. They, in turn, may blend marketing materials from M-I-C with their programs.

Representing the commodity specialists, Ernest Christ, extension fruit specialist, New Jersey, said his group helped consumer marketing people set up meetings with commodity organizations. The commodity specialists are interested in marketing products as well as in producing them. They can provide material on local crop prospects and help to keep the consumer marketing personnel up to date. They may take part in radio and television programs. They have helpful contacts with the local extension agents.

Charles McDougall, associate agricultural leader, New Jersey, formerly a county agent, explained how he cooperated with the home agent in his county to provide a regular marketing release for a leading newspaper in an urban county.

The county agent is in a good position to forecast the peaks in supplies of local crops. His contacts with the State department of agriculture, producers, store buyers and roadside stand operators provide newsworthy materials. The publicity given local groups strengthens the county agent's total program.

Warren Oley, director, division of markets, New Jersey Department of Agriculture, explained the activities of the State department of agriculture in New Jersey and how it cooperates with the Extension Service. The Department provides truck crop news, giving the growing and marketing conditions throughout the State. It also releases market news to show what to expect on volume and price of local crops. It is also a source of information on State laws and grades.

The USDA Plentiful Foods Programs

Using a series of illustrated charts, G. Chester Freeman, Chief, Food Trades Branch, Food Distribution Division, Agricultural Marketing Service, USDA, described the activities of the Department's plentiful foods programs.

He explained how the plentiful foods program is designed to increase the movement of plentiful foods to consumers through the normal channels of trade, and how it works through the cooperation and assistance of the food trades and the informational media.

Mr. Freeman explained that the plentiful foods list is compiled each month by a committee representing all the agencies of the Department concerned with the national food supply. The Federal Extension Service is represented on this committee. The foods included must be in plentiful supply in most areas of the country, commonly used by most people, and generally available in retail food stores.

There are some special plentiful foods programs scheduled at times of the peak supply of a commodity, and these are an intensification of the regular programs. They are conducted only on the request of the producers of foods and in cooperation with the industry's own promotional efforts.

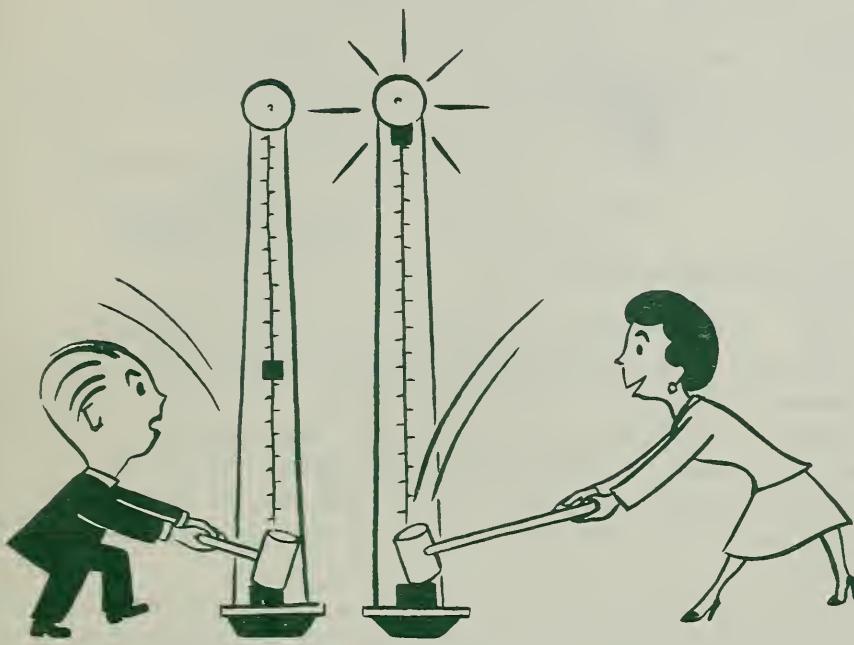
Mr. Freeman said that his agency had fine cooperation from Extension Service people in supporting the plentiful foods programs.

He distributed a copy of leaflet PA-75 entitled, "The Plentiful Foods Program."

Note: Complete talk by G. Chester Freeman and details on the materials distributed during the session are included in the Appendix.

USE OF MARKETING FACTS

(Summary of April 10 Afternoon Session)



Filing System Help

A good filing system can simplify our use of the facts we collect. Margaret E. Healy, home economist in marketing, New York, explained the system developed in the New York City office. The system features a code number for each reference and was illustrated in the mimeographed file index given out at the conference. The staff marks the code on the materials and files them daily or at least once a week. The files are cleared at the end of each year and only those economic reports of lasting value are kept for future reference. The New York City

system suggests one way for filing consumer marketing materials. But other offices will need to make their own adaptations.

A leaflet describing the New York filing system was distributed.

Mass Media Use Is Vital

Samuel H. Reck, Jr., chairman, editorial department, Rutgers University, and other members of the editorial department at Rutgers University presented ways to get the information out of the file and to the public through mass media methods. The meeting is a time-honored tool for extension workers. But to reach our large audience, mass media is mandatory. Attendance at meetings has fallen off, and television has contributed to the decline. This shift does not mean we should use mass media methods exclusively, but it gives us our point of emphasis. For any tool to be good, we must know how to use it. Mr. Reck said the editorial departments in State colleges can and would like to help us.

A list of references entitled, "Aids to Better Communication," prepared by the Rutgers University information staff was distributed.

In the Press

"Food news is big news," said Russell Stanton, information specialist, New Jersey. Newspapers spend a lot of money to present food news. They have food editors. They buy food features. So, we have a lot of competition to get our story on the pages. Editors of papers usually like some evidence of our ability to write when we first contact them. They like to know we can provide a regular story like the sample we show. The editors may decide the slant, the length, and the time for our stories. To be effective, we need an angle for our articles-- specifics, not generalities. Pictures and local news are usually welcome, too.

Television and Radio

Television has developed rapidly. Max Kirkland, information specialist, New Jersey, said the country now has 461 television stations that send programs to 36 million television receivers. The New Jersey consumer marketing staff estimate that their programs reach 300 thousand people by television and 240 thousand by radio. The staff sends radio tapes to 12 stations. The tapes go out on Friday for use in the next seven days. Max Kirkland stressed the coordinated use of mass media, getting maximum benefit from one set of facts.

Pictures, Too

Stig Stabe, information specialist, New Jersey, spoke of the use of pictures in a variety of media. He said the trend is for increased use of pictures in news stories, but he cautioned that not everyone looks at pictures. The reader looks at what he wants to see. . . something that concerns him, something that is familiar. The picture page of the newspaper is looked at the most, but only 75 percent of the pictures on those pages are actually seen.

Stig Stabe recommends closeups for television. He also commends the 1-minute movie, since television stations readily accept it and can fit it into their programs easily. He showed a "short" on blueberries developed in New Jersey for use on television and in meetings. The film was in color, to meet the demands of color television when the time comes. Commenting on exhibits, Mr. Stabe said that exhibits serve some purposes, but in general he thinks they are not worth the cost. He distributed a copy of a New Jersey leaflet on blueberries.

The Quality of the Release

Many of us have weekly releases. Carlton E. Wright, who made a study of these materials last summer, explained his findings. He stressed appearance, style, and content. A summary of his suggestions for improving the weekly release is contained in a mimeographed report.

Note: Details of materials distributed during the session are included in the Appendix.

WAYS TO GATHER, INTERPRET, AND DISTRIBUTE INFORMATION

(Summary of April 11 Sessions)



Collecting Information

To illustrate the principles of gathering consumer marketing information Gale Ueland read a case study. The case presented mythical but realistic and typical problems which can develop in the collecting of data. It was a story of a consumer marketing employee, on the job for one and a half years in a city of 100,000 population. She was a home economist with little background in marketing when she started on the job. But she developed

marketing contacts and read much marketing literature in order to acquire more knowledge of the field in which she was working. But she had numerous problems in collecting marketing information.

Some of the problems she faced were analyzed in the discussion, led by Raymond C. Scott. While there is no one answer to many of the problems encountered in the collecting of marketing information, there are some general principles that do apply. Recommendations developed in the discussion of this case include:

1. Establishing rapport with sources of information by making the purposes of our program clear and by being sincere.
2. Developing a long-range plan of topics to schedule the times of the year to emphasize a specific subject, to know the main sources of local and distant supplies, and in general to anticipate when foods come in and out of season on the local markets.
3. Developing a short-run plan to keep informed of current supplies on the local markets. Wholesalers, market news people, and county agents can all help to keep us up-to-date on the local situation. Local information can then take a significant place with the national and regional information.

4. Evaluating sources to find those which are most valuable. We need a well-rounded set of sources to avoid bias and to distribute information which doesn't duplicate that issued by other agencies.
5. Taking care when collecting research material to avoid the problem of talking about a product that is not available and in so doing creating a false demand.
6. Keeping a permanent record of retail price data, so that comparisons from year to year can be made easily and quickly.
7. Keeping a permanent record of weekly releases and radio and television scripts, in order to avoid duplication, and also to have a better basis for using a fresh slant when there is need to discuss again a particular topic.

Note: A Check List for Retail Prices was distributed during the discussion and further information about it is included in the Appendix.

Interpreting Information

The principles of interpreting consumer marketing information were the subject of a case read by Carlton E. Wright. This case concerned another worker in the marketing information for consumers programs. She is located in a city some distance from the State college, which makes checking with the specialists there rather difficult at times.

The discussion of some of the troubles faced by this worker, led by Ruth Hodgson, concerned these principles:

1. Understanding what market reports to use, how to interpret the terminology, and how to localize the material.
2. Determining the amount of emphasis to give various commodities by the use of a long-range plan.
3. Making fair cost comparisons by not playing one commodity against another, and by documenting price sources.

4. Interpreting nutrition information so that it relates to consumer interests, and contributes to efficient marketing.
5. Emphasizing a few outstanding and newsworthy ideas about any topic.
6. Improving the "good buy" lists, by clearly defining the basis on which items are put on the list, by giving sufficient attention to other factors than price in determining the makeup of the list, by making the list more specific and more selective, and by critical evaluation of the items that are featured week after week.
7. Considering the good buy list type of information as only a part of the total marketing information program for consumers and keeping time and effort devoted to that phase of the work in the right proportion.

Note: A Food Value Chart was distributed during the discussion of this case and further details about it can be found in the Appendix.

Distributing Information

The methods of distributing marketing information effectively were of concern in the third case, which was read by Ruth Hodgson and Sharon Hoobler, extension economists, Federal Extension Service. Two marketing information workers were the principles in this case. One was a home economist who had been working for a couple of years when an economist was added to the staff. They had to make adjustments for the two-person operation of the program and develop a plan for the growth of the program. Some of the things that concerned them in the organization of their work, the division of duties, the assignment of responsibilities, and the preparation of materials were reviewed in the discussion.

Among the recommendations from the discussion, led by Carlton Wright, were the following:

1. Preparing Information
 - a. Concentrating on the activities for which the worker has the most ability is an important consideration in the division of work.

- b. Organizing work for a minimum of interruptions and holding staff meetings when needed.
- c. Knowing our audience and what appeals to them.
- d. Knowing what information is now available to consumers.
- e. Wisely dividing time between preparing materials and getting them used.
- f. Adapting a basic story for many uses. For example, one main topic a week can be used in a general release, on radio, and on television, with only minor changes in the slant and form for each. This procedure cuts down on the time needed to get the facts together and frees workers for more effort on getting the story to the public.
- g. Deciding on what to concentrate when preparing material. We need an "angle" or "pitch" to capture the attention of the audience.
- h. Controlling the pace of the program in its day-to-day operation and in its expansion, so that there is enough time for thought and for care in making materials attractive, accurate, and appealing.

2. Distributing Information

- a. Analyzing the potential of the media available, choosing those which are most effective, and taking action to change the use of outlets if experience indicates wrong choices.
- b. Working through others who have contact with consumers, when we can reach more people that way than through a direct service.
- c. Concentrating on providing our material to those people who will use it well.
- d. Establishing a reliable service and one on which others can depend. For example, a release to a newspaper must meet the editor's deadline, if the editor is to have confidence in the program.
- e. Employing outside help, such as messenger or mailing services, if that can improve the efficiency and effectiveness of the professional members of the staff.
- f. Making our program known in the community.

WAYS TO REACH THE PUBLIC

(Summary of April 12 Morning Session)



The best information in the world will not do the educational job desired unless it is provided to the people who need it and can use it. The ways in which marketing information for consumers is provided to the public were the subject of this part of the program.

Getting Others to Pass Along the Information

Getting as many people as possible to help with the dissemination of marketing information was emphasized by Charles E. Eshbach in his discussion of the way a regional program operates. Radio, television, newspapers and magazines, teachers, industrial plant personnel, food establishments, public welfare, public health, church groups, charitable organizations, hospitals,

nursing homes, and the wholesale and retail trade are examples of the people and agencies working with or for consumers and which can help in disseminating the information.

He emphasized the need to "sell" these people on using the information by showing them how that use will benefit them, their program, or activity.

Understand Food Distribution Pattern

Describing the ways a State program reaches consumers with marketing information, Mildred B. Smith, consumer education specialist, Connecticut, pointed out how Connecticut can draw on assistance from two regional programs-- New York City and Boston.

She outlined the need for knowing the food distribution patterns in the area to be served and reviewed a study made of where Connecticut gets its food supply.

The study is reported in Leaflet 56-9, Winter Sources of Fruits and Vegetables Sold in Connecticut.

Needs of Those Being Served

An example of how to introduce a new release was provided by Mary B. Wood, home economist in marketing, New York, in a report on the use of the "Highlights" kit of materials to introduce the New York release to institutions. This demonstrated the combination of personal contact and samples of the marketing information releases to show the service available to the institutions.

Miss Wood also provided an example of how to meet a special need, discussing the use of a leaflet in the Spanish language to aid Puerto Ricans who had come to New York City. She also described how a leaflet for nursing homes' food-marketing needs was developed in New York. Copies of both were distributed.

Exhibits Can Tell a Lot

Describing agricultural problems to city consumers is part of the marketing information program and Harold Miller, marketing economist, New York, demonstrated the way an exhibit was used to explain the milk problem to people in New York City. By making the exhibit in detachable sections, it could be shipped easily, adapted to limited space, and used frequently.

Using County Resources

Utilizing Extension's resources in the counties was the subject of a report by Shirley S. Weeks, who reviewed the Massachusetts program to get local county release of the food-marketing material sent to small institutions. She said it's really a tough "selling" job to get county people to take on what sometimes is considered an additional job. But there has been considerable success in getting interest and participation of the county people handling the institutional release.

Changing Consumer Habits

The views of the advertising industry on how we can reach and influence consumers was the field covered by Jean Wade Rindlaub, vice president, Batten, Barton, Durstine, and Osborn, in a discussion of "Influencing Consumer Practices." She pointed out that looking for new ways, new times, and new places is the way ideas are born. Match the facts with the ideas and move in to make the consumer want it, as it fits in with her ideas of the good life was her advice. Basically, you're selling an idea. Spelling out the idea you want to sell is not so important as the idea itself. You can say that beets are plentiful this week. But you can also say that beets are plentiful and why not try them with orange sauce. That's better. Or, you can say try beets with orange sauce as beets are plentiful this week. That's still better.

Note: Complete talk by Mrs. Rindlaub and details on materials distributed during the session are included in the Appendix.

THE FACTS ON VIEW

(Summary of April 12 Afternoon Session)



Visuals have a vital role to play in dissemination of food-marketing information and in teaching the techniques of better food marketing. Television, especially, offers an extremely valuable medium through which marketing information can be provided to consumers. Several speakers discussed the use of television in M-I-C programs, and there was a comprehensive review of the uses of all kinds of visuals in the marketing information for consumers work.

Use Visuals to Get Action

Visuals need to be used with awareness of their limitations and a knowledge of the things for which they are most effective. That was one of

the things that Donald T. Schild, audio-visual specialist, Federal Extension Service, pointed out in his review of the visual field.

Don't build your presentation on the visuals you want to use. Instead, use the visuals that will help you do the job you want to do. Decide first what you want your audience to do as a result of what you provide them. Then, list the things they need before they will take the action you want. Pick out the best visual techniques to get those things over. Omit anything that doesn't contribute to what the people need to know before they will take the desired action, no matter how nice a visual it may be.

Supplemental material on visual aids was distributed.

Getting on Television

How to get on television was explained by Robert MacDougal, director of public service programs, Station WATV, Newark, N. J., in his review of the steps an M-I-C worker should take in approaching a station. Most of what we have in the way of information and demonstrations in our work can make good television program material. But we need to let the station people know what we have and what we can provide in television programs. Be flexible and adapt your materials to the needs of the station people was the advice of Mr. MacDougal.

He said that this type of program will never get the large audience of the network entertainment programs. But it can be of value to many people, it can make extension work more effective, and it can be of much value to the station officials who need to provide an appealing schedule of programs if it is done in the right way.

Television to Reach Many

The story of a New Jersey Extension Service television program that has been aired for five years was reviewed by Margaret Shepard, home agent, Essex County, New Jersey. She told of her decision to get into television and how it was based on a realization that the traditional methods of reaching people were not reaching large enough numbers in an urban county.

Much marketing information has been included in this program. A large audience is reached regularly, and the television venture is considered very successful. It has paid off well in terms of reaching consumers with marketing information and in terms of conducting the other aspects of the county Extension home demonstration program.

Note: Details on materials distributed during the session are included in the Appendix.

GUIDES FOR EVALUATION

(Summary of the April 13 Morning Session)



Evaluation is essential for the right development of a program and for justifying a program's continuance. So, evaluation had an important part in the April 13 session.

Making an Evaluation Study

The technique of planning, conducting, and using an evaluation study was described by Frederick P. Frutchey, Chief, Teaching Methods Research Branch, Division of Extension Research and Training, Federal Extension Service. He pictured the steps in the extension cycle. These include developing a sound program relating to the needs of people, preparing an intelligent plan of action,

carrying out the idea systematically, appraising the progress and accomplishments, and making the indicated changes in the plan and program. All those are necessary, he said, if you are to bring about changes in people.

He suggested putting 10 to 25 percent of your time into evaluation, and he advised starting by trying simply to find out what you are accomplishing. See if you are accomplishing what you set out to do.

Dr. Frutchey cited 10 steps in evaluation. They include the background situation, program planning, objectives, teaching methods, questions to be answered, sampling the population, collecting the information, preparing the questionnaire and letter, tabulating, analyzing, and interpreting results, and use of the findings.

Supplementary materials on evaluation were distributed.

What the People Want

A specific example of how workers on marketing information programs for consumers checked up on materials being sent out and found out if they were meeting the need was provided by Mary B. Wood. She reviewed the findings in the study of the New York handbook and described the information obtained as very helpful in revising and producing additional handbook stories.

It showed us some changes that needed to be made and gave us a good idea of how the different groups of people viewed these handbook stories, she said.

The questionnaire used in this study was distributed.

How to Reach Them

Another example of the way this work can be evaluated was included in a report on the Louisville Study presented by Ruth Hodgson. The distribution of the Extension Service marketing information was checked and a lot of reactions were obtained from the people contacted.

The results of the study indicated that we need to know the habits of consumers, to direct our information to their interests, and to use a variety of media to reach them.

A leaflet reporting the results of this study was made available.

Note: Details on materials distributed during the session are included in the Appendix.

FASHIONS FOR REPORTING

(Summary of April 13 Afternoon Session)



Reports are not only essential for showing the progress that has been made, but they have a vital role in determining where emphasis needs to be placed in the future. So, a session of the conference was devoted to this subject.

Report More Specifically

The part that annual reports play in evaluating the work of the marketing information programs for consumers was a subject discussed by Gale Ueland. She described the new report outline being introduced this year and distributed copies of it.

We tell well what we did, but we offer few examples to prove that we are influencing consumers, she said, in emphasizing the need for such examples.

Miss Ueland suggested that annual reports be tied back to the plan of work, that more examples of specific accomplishments be included in the reports, and that efforts be made to find out what changes in consumer attitudes and behavior have resulted from the programs.

The Future

A bright future for the marketing information program for consumers was pictured by Raymond C. Scott in the closing talk on the conference schedule. He said that support is widespread for our marketing programs. The State extension service directors have responded well, reflecting the interest of producers, marketing firms, and consumers. The work has been expanded.

Dr. Scott pointed out that there are some things which need to be kept in mind if the program is to continue to grow and be of greater service to the groups concerned. He listed these as follows:

1. This work is part of the overall Extension Service program and is an important and specific part of the educational program in marketing.

2. The program can be as permanent as any Extension Service educational program as long as it operates as a marketing program within the purposes of the Agricultural Marketing Act and the objectives set up to meet the purposes of the act.
3. The heart of the program is economics, helping people to choose among alternatives, and it is most important that the program be tied closely to commodity marketing, outlook, and marketing information programs, as well as involve as many other resources of the county and State extension staffs as possible.
4. The program must be based continually on facts.

Dr. Scott urges us to be on the lookout for new ideas, to explore the opportunities for pin-pointing the program where possible, to see that there is a long time educational value in each activity carried on under the program, to define clearly the objectives as they apply to our programs, and to keep our programs along the road that will enable them to meet those objectives well.

Note: Comments by Joseph F. Hauck on "Impressions of the Conference," and details on materials distributed during this session are included in the Appendix.

APPENDIX

FROM '46 TO '56

Gale Ueland
Chief, Consumer-Distributor Marketing Branch
Division of Agricultural Economics Programs
Federal Extension Service, USDA

After the passage of the Research and Marketing Act of 1946, the Extension Service proceeded immediately to set up plans and procedures in cooperation with the States to carry through the Extension responsibilities as delegated in the act. Following enactment of the act, through the efforts of such people as H. M. Dixon, Director of the Division of Agricultural Economics Programs of the Federal Extension Service, M. L. Wilson, then Director of the Federal Extension Service, and E. A. Meyer, Administrator of the RMA Act, plans were developed for establishing work in this field. At the suggestion of Dr. Meyer, the Extension Service established a National Extension Marketing Committee. This committee serves in an advisory capacity to the Extension Committee on Organization and Policy and to the Co-operative Extension Service in developing Extension's overall marketing program. They consider such things as--

1. Extension's relation to the marketing of agricultural products.
2. The scope of the marketing field for extension.
3. The sub-fields in which extension projects might logically fall.
4. The method of procedure in developing projects under the act.
5. Attributes of a good extension marketing project.
6. The need for developing means to measure the effectiveness of the program.
7. Training personnel for the marketing field.

This committee meets twice a year and has representatives on it from each region of the country. The first meeting of the committee was held in 1948 with Director L. A. Bevan, New Hampshire, as chairman. Director Bevan served as chairman until 1955, at which time he resigned and Director M. C. Bond of New York was appointed chairman. Other members of the committee at the present time are Director James Dayton, Massachusetts, Assistant Director C. B. Ratchford, North Carolina, Assistant Director Alvin Carpenter, Utah, Extension Marketing Economist R. C. Kramer, Michigan, and State Home Demonstration Leader Loa Whitfield, Ohio.

In 1948 the first marketing information programs for consumers got underway. In that year 11 States plus Puerto Rico started programs. There were 16 consumer marketing workers on the job. Of these 16, five are still working in this field. They are Russell Hawes, Maryland; Miriam Kelley, Michigan; Mildred Smith, Connecticut; and Mary B. Wood and Carlton E. Wright, New York. Dr. R. C. Scott was also one of these 16 and is with us today in a different capacity--Assistant Director of the Division of Agricultural Economics Programs, Federal Extension Service.

The next significant development occurred in March 1950, when the first and only national conference for workers on marketing information programs for consumers was held in Louisville, Ky. Twenty-three marketing workers attended that conference, 13 of whom are on the job today. People who attended that conference who are here today are Director Bevan, Charley Eshbach, Russell Hawes, Lucy Sheive, Mildred Smith, Irene Wolgamot, Mary Wood, and Carlton Wright.

By 1952, twenty-five States and Puerto Rico had programs, and there were 34 workers.

Now in 1956, there are programs in 40 States, Puerto Rico, and Hawaii, and 92 consumer marketing workers.

I'd like to give credit to the planning committee which, together with the National Marketing Committee, developed plans for these three regional conferences. Members of the planning committee were Miriam Kelley, Michigan; Viola McCain, Tennessee; Joseph Hauck, New Jersey; Charles Eshbach, Massachusetts; Carlton Wright, New York; and members of the Federal Extension Service.

THE AIMS OF MARKETING INFORMATION PROGRAMS FOR CONSUMERS

Raymond C. Scott
Assistant Director
Division of Agricultural Economics Programs
Federal Extension Service, USDA

This program has developed rapidly. From its beginning, with the first project in 1948, it has grown to the point where projects are in operation in metropolitan areas where over 50 percent of our people live.

It is doubtful if there is any other extension program with as high a degree of morale among specialists and agents as this one and such eagerness to succeed. You are imaginative people who are, and must continue to be, on the lookout for new ideas, new methods, new information, new approaches, and new audiences.

Your support is widespread. Consumers see where they can gain, through timely information about food, understanding of the marketing system and services performed and better utilization of food. Marketing firms, particularly retailers and wholesalers, see where this program benefits them by having radio and television programs and food articles in the newspapers in line with seasonal supplies. The farmer sees where he gains through informing the consumer about his products when they are in most abundant supply. Since this program is carried on essentially through mass media, it is possible to conduct the work at a relatively low cost compared with other extension work.

As you know, the spark that developed most of the activity in this field was the passage by Congress of the Agricultural Marketing Act of 1946. Most of the work in this field today is conducted under Agricultural Marketing Act projects. It is therefore important that we understand the intent of the act as it concerns our work. We also need to understand the objectives of the work as developed by the Extension Marketing Committee and approved by the Extension Committee on Organization and Policy if we are to fulfill our educational responsibility given to us under this act.

In part the act states, "It is further declared to be the policy of Congress to promote...a scientific approach to the problems of marketing, transportation, and distribution of agricultural products similar to the scientific methods which have been utilized so successfully during the past 84 years in connection with the production of agricultural products so that such products capable of being produced in abundance may be marketed in an orderly manner and efficiently distributed."

Section 203 of the act states that, among other things, "the Secretary of Agriculture is directed and authorized...to conduct and cooperate in consumer education for more effective utilization and greater consumption

of agricultural products provided that no money under the authority of this act shall be used to pay for newspaper or periodical advertising space or radio time in carrying out the purposes of this Section... ."

It is clearly evident that the marketing information program for consumers was meant to be a part of the total marketing program and a very important part. (The State budgets for this work amount to slightly more than 30 percent of the total AMA budget.) To be most successful in the long run, we believe that this program should be developed as a part of the overall extension marketing program rather than as a separate or independent program or as a part of some other program. Maximum achievements on these and other marketing projects can be realized only when there is close cooperation and coordination among individuals assigned to all marketing projects. Information accumulated in work with one segment of the marketing system can be of value to other segments. Information from the commodity marketing specialists and agents, for example, can be of great value to those working on the marketing information program for consumers in understanding the marketing system for specific products, consumer demand, fluctuation in supplies, and outlook. There is need to help reflect consumer demands back to the marketing firms and farmers, and you have an important role to play in this area through working with those assigned to other marketing projects. We must always be aware that we are a part of the overall extension program and that this and other segments of the marketing program should be related to other parts of our total extension program.

It is also fairly evident that Congress was primarily concerned with the benefits this act would bring to agriculture. Among other things, the Congress stated that work under this act should result in the improvement of marketing methods and facilities, the reduction of distribution costs, and narrowing of the spread between the producer and the consumer, improvement in dietary and nutritional standards, and the development of wider markets for agricultural products. It was obvious to those responsible for developing policies under which this program has been developed and conducted that we would fail in obtaining the results expected of us unless our marketing information program for consumers was consumer oriented. In the long run, what is good for the consumer is likely to be good for agriculture. If we are objective in our work and present the facts necessary to help consumers make rational decisions based on their resources and needs, our program will continue to receive the support of consumers, farmers, and marketers.

The heart of this program is economics--helping people to choose among alternatives. This involves the economic interpretation of basic information on supplies, quality, competing products, selection, care, use, marketing margins, marketing trends, and so forth. Therefore it is important that this program be tied very closely to commodity marketing, outlook, and other marketing information programs. We must, remember, however, that in presenting our material we will likely fail miserably

unless it is presented in terms of the consumer's interest and in a manner in which it is understood. We must "dress up" our information if it is to be used by those not eagerly waiting to be educated.

Now that we have discussed the intent of Congress and some of the considerations in developing this program, let's review the objectives of our work as spelled out last year by the marketing subcommittee of the Extension Committee on Organization and Policy. In doing so, we should keep in mind that this is not a total consumer education program and cannot be developed as such under the Agricultural Marketing Act. Ours is a part of the total Extension marketing program and our achievements should be measured in terms of the effects of our program on the marketing of agricultural products from the viewpoint of producers, marketers, and consumers.

Broadly speaking, the objective of this program, as developed out of experience in the States by the marketing subcommittee of the Extension Committee on Organization and Policy and the Federal Extension Service, is to help improve the welfare of consumers, farmers, and marketers. The welfare of each group is improved by the following objectives:

I. To aid in the orderly marketing of agricultural commodities
by--

A. Helping to move normal and abnormal supplies.

One of the important features of this program is the dissemination of supply and price information--both current and long range. We need to make greater use of outlook information on future supplies of specific commodities. For example, those who own locker space or a freezer are interested in knowing when supplies of beef are likely to be greatest or when they should plan to freeze peaches. This information is of direct value to consumers and can be very important in helping encourage the movement of a product when in heavy supply.

B. Encouraging acceptance of new and improved marketing practices.

The chances of success for a new marketing practice depend to some extent upon the understanding of consumers regarding the advantages which it offers. Consumers may be reluctant to accept a change, particularly if it involves a higher price, unless they have an understanding of the improvement in product or service. This is another important reason why this program should be tied very closely to other marketing programs in order that you may have an understanding of developments taking place in the various commodity lines. Here again we can gain more by working as a team than as isolated individuals.

C. Reporting consumer wants and needs to producers and handlers.

Through our direct contacts with consumers we should be in position to reflect consumers' wants and needs. We should be in position to reflect these wants and needs to producers and handlers either directly or through specialists and agents.

II. To assist in more effective use of agricultural products by--

A. Encouraging consumption of foods in season and in abundant supply.

It is important that we develop an understanding about seasonal fluctuations in supplies of agricultural commodities and give consumers information on the seasonality of supplies for specific commodities. This program should influence the seasonal demand for commodities. Here it seems quite important that those working on this program have a fairly good understanding of the elasticity of demand for different agricultural products.

B. Informing consumers of availability, relative cost, selection, care, value, and use of agricultural products.

This adds up to providing consumers with objective information with which they can make rational decisions and obtain greatest satisfaction from their expenditures for food.

C. Informing consumers about new products.

In our releases and radio and television programs, it is important that we watch our timing regarding new products and check for availability in our local markets.

III. To help consumers get maximum satisfaction from their purchases of agricultural products by providing them with timely marketing information and economic principles as a basis for decision making in selection, purchase, care, and use of agricultural products with regard to consumer needs and resources.

If adequate marketing information is provided and used, it should result in wiser expenditures of time, effort, and income, more rational choices, and higher levels of living.

IV. To help consumers develop a better understanding of the marketing system, functions, and problems by providing them with information on such subjects as production situation, economic trends, marketing services, marketing costs, marketing margins, and changes in the marketing system.

An important part of our educational function is that of developing understanding. If consumers are to understand why retail prices, for example, are sticky, they must know something about marketing costs and margins. They are also interested in what may be taking place on the farm or in the marketing system which affects the products they buy in the retail store.

V. To motivate people to adopt improved buying practices.

If our information is to be effective, it must be such that consumers who use it will change their attitudes and want to change their practices.

Let's explore our opportunities for pinpointing our program--the rifle versus the shotgun approach.

Since this is a relatively new program with which most of us have had limited experience, and since it is being beamed primarily at urban consumers, it is important that we locate the beam (our objectives) and keep on it. In doing so, we should always remember that our job is basically education.

THE IMPORTANCE OF MARKETING INFORMATION IN
THE SUCCESSFUL MANAGEMENT OF THE HOME

Helen G. Canoyer
Dean, College of Home Economics
Cornell University, Ithaca, N. Y.

Successful management of the home involves effective application of all that is now taught in good schools and colleges of home economics. Fortunately, I was asked to discuss today only The Importance of Marketing Information in the Successful Management of the Home.

Let us first decide what is meant by the phrase "marketing information." Marketing is the economic process by which goods and services are exchanged and their values determined. In the United States today, values are measured in money and represented by prices. We are interested then in the importance of information about this process to successful management of the home.

We glibly say that knowledge of marketing makes the consumer a more intelligent buyer and user of goods and services. I imagine, however, that those who planned the program today had in mind the need to show what kinds of marketing information the home manager can profitably use and what are the possible results in terms of more successful home management. This I shall attempt to do.

First of all, it is very important that every consumer, especially every homemaker, should understand something about the "marketing margin" in order to understand why retail prices are relatively more stable than are raw material prices. The farmer, along with the consumer, questions why his lower prices are not reflected in retail prices. The main cause of this sticky relationship is that farm prices are subject to sharp and sudden fluctuation whereas marketing costs are not. The reason for this is that marketing costs are largely non-farm costs and not directly related to farm costs. Therefore marketing costs rise more slowly than farm prices and they fall later and more slowly. For four consecutive years now, food-marketing costs, for example, have been increasing despite a decline in farm prices.

A recent issue of a publication from the United States Department of Agriculture 1/ points out that the consumer's food dollar goes to pay the many different groups in our economy that perform the multitude of services required to produce, process, and distribute our food supply. It, of course, pays the worker in agriculture and pays for the services, supplies, and equipment used in farming operations. But it also pays the processors, transportation agencies, wholesalers, retailers, and other agencies that employ millions of workers. These agencies also make

1/ Marketing Costs for Food, Misc. Pub. No. 708, U.S. Dept. of Agriculture, Agricultural Marketing Service, Dec. 1955

payments for rents, advertising, machinery, equipment, and supplies. The number of workers in the processing and distributing trades is increasing each year whereas the number of producers of food has been decreasing.

In 1945, out of every consumer's food dollar the farmer's share was 53 percent and the share that went to marketing was 47 percent. In 1955, that is 10 years later, the farmer's share had dropped to 41 percent, and the share that went to marketing had increased to 59 percent. During the 10-year period the proportion of the consumer's dollar going to marketing costs increased 83 percent. Now what caused this increase? The main reason is that all costs of marketing had increased substantially since 1945. Freight rates and other costs, such as packaging material, containers, fuel, equipment, rents, taxes, etc., are up above two-thirds. Wage rates had increased in each year and now are almost 100 percent above what they were in 1945. And the largest single cost in marketing most food items is labor cost. In many instances, labor costs amount to more than half the gross margin, that is, the difference between the raw material cost and the selling price.^{1/} Now, of course, output per man has increased during this period of time, but it has not increased as rapidly as wage rates have and, therefore, labor costs have gone up. Yet how many consumers, if they had the power, would vote for lower wage rates etc. in order to lower retail prices?

However, just because the handling of food products between the producer and the consumer has required an increasingly complicated system of distribution which has taken a larger proportion of the consumer's dollar, it does not necessarily follow that marketing has benefited at the expense of the producer. If distribution is efficient and effective, farmers actually may get higher total returns than they would without it. By storing, canning, freezing, processing; by improved shipping methods and facilities; by attractive packaging and display; together with effective advertising and retailing techniques, it is possible to sell increasing quantities of farm products. This means wider and more dependable markets for what the farmer has to sell, and it means a greater variety and a more stable supply of those things the consumer wants. An efficient and effective marketing system makes successful home management a realistic possibility.

The homemaker who with a twist of her wrist opens a can of frozen concentrate and in two minutes has orange juice ready to serve her family is not particularly interested in the fact that orange consumption is up, or that increased consumption poses new production and marketing problems. But when she reads or hears that the farmer's share of the consumer's food dollar is down to 41 cents, she is likely to blame the "middleman" because she does not understand distribution costs any more than the average farmer does. If the consumer understood what factors affect the

^{1/} Data for this paragraph, see Ibid.

retail prices of what she buys and why and how those retail prices fluctuate, she could be much wiser and happier in spending the family income.

Having the right kind of information available at the right time can help families to adjust to changing economic conditions. But at the same time it can also promote family health and welfare. When information on available supplies, prices, and trends is associated with information on appropriate uses for various qualities of a particular food, the nutritive contribution of that food, its place in the diet, and how to care for it and prepare it, families have the facts which can help them to decide what is best for their particular situation.

I think we will all agree that it is easier for most families to upgrade their way of living in good times than to adjust to lowered incomes. And times have certainly been good for many, many families during recent years. During this period of generally rising incomes, consumers have shaken the American market to its roots by devoting a larger share of their income to food in 1955 (27%) than in 1940 (24%). Over the past 12 years, the dollar increase in United States food expenditures was greater than the increases in spending for homes, consumer durables, or automobiles, or even for all of these combined. ^{1/} This minor market upheaval resulted directly from the fact that consumers eat more and better quality foods, more luxury foods, buy more restaurant meals, and seem to want more and different services with their food than was true in the prewar period. This shifting of consumers' resources in favor of food has posed a major enigma in the postwar market. I am not at all certain that these consumers would have acted any differently than they did had they understood the results of their "dollar votes." I would be happier, however, had this been a rational consumer decision based upon knowledge of cause and effect in the market place.

However, during this time of general rising incomes there have been certain areas in which consumer incomes have remained stationary or have fallen. For example, in the areas of the Northeast from which industry is moving, families face some real problems. Those with heavy commitments, such as mortgage payments, insurance policies and installment payments on cars, television sets, refrigerators and other durable goods are hard pressed. Traditionally, individual families change their food habits very slowly. And yet there is some evidence to make us believe that families with these types of commitments welcome information on how to make their food dollar go further. As specialists in marketing information, you may be called on by various agencies with their own clientele having particular kinds of problems because buying food is a very real problem to the welfare counselor, the visiting nurse, the retired person, as well as to the newcomer in this country.

^{1/} The Changing American Market by the Editors of Fortune, Hanover House, 1955, p. 131.

Moreover, information which encourages the orderly marketing of perishable foods can relieve many problems resulting from temporary gluts in the market. This has particular application to foods for which the demand is on the whole elastic resulting from high substitutability of foods. It may be much easier to interest more people in fresh peaches or fresh sweetcorn than it is to interest them in more potatoes or more rice. However, we have done some things to both potatoes and rice which may encourage their consumption. We have developed time-saving methods of preparation such as pre-peeled potatoes for institutions and quick-cooking rice which many homemakers find very handy when they know about these methods. Personally, I wish the growers would develop better tasting potatoes as well as potatoes which store well, look attractive, and package well.

Marketing information can help families adjust to surpluses and also to shortages. Hard to get or high priced food may be replaced by a food which has similar food value and similar characteristics. The average consumer does not have ready access to this information but would benefit greatly during times of shortages if she had it and used it. Some examples are rice or macaroni for potatoes, frozen or canned orange juice for fresh oranges, and so on. This type of marketing information is available, of course, but I wonder how many consumers realize how important a device it is for adjusting family budgets to market conditions.

I pointed out above that our highly specialized economy endeavors to produce the goods which we want and to get them to us where and when we want them and in the amount and in the form which we want. This, as I pointed out, is a costly business, and an understanding of the market system can help consumers to make more rational choices. For example, partially baked bread and rolls are standard items in many grocery stores. If you compare the cost of a pound of enriched bread and a pound of partially baked bread, you may find that the partly baked bread costs three or four times as much as the finished product. This information, if made available to homemakers and if understood by them, provides them with a basis for making a rational decision, that is, for deciding whether or not the extra services which the marketing system offers are worth the extra expenditure of money.

Let me give you another example. It is important for the homemaker to decide on how much "free time" she can afford to buy with her groceries. Recent research of the Federal Household Economics Research Branch compared the time and money involved in preparing a day's meals for a family of four, using home prepared, partially prepared, and prekitchen prepared foods and dramatizes what I mean. It took 5.5 hours and cost \$4.90 for the day's meals when they were fully prepared at home. When the food was partially prepared at home, the time was reduced to 3.1 hours but the cost jumped to \$5.80. When fully prepared food was used, it took 1.6 hours but cost a total of \$6.70. The research showed that a homemaker was able to earn 45 cents an hour

for the extra time she put into the meals requiring the most preparation at home. If she worked away from home for let us say \$1.00 an hour, she actually might be earning only 55 cents an hour because the rest of her pay check was going to cover services of the unseen helpers who helped make it possible for her to work outside the home. 1/

Realistically, of course, few women are likely to prepare all the food themselves or to buy all prepared foods. They probably do a little of both. These figures do serve to emphasize some of the many so-called hidden costs of goods which neither the consumer nor the producer fully understand.

We count on the marketing system to make tremendous and continuous adjustments and changes. This in itself is expensive. In the past 15 years, for example, it has taken the "baby boom" in its stride, handling a tremendously increasing supply of baby foods which amounts to over a pound a week for every child under three years of age. Looking ahead, we count on it to carry efficiently and to our satisfaction foods to meet the needs of our aging population and to give us the prepackaged and other forms of goods which we may wish in the future.

Another change the marketing system has taken in its stride is the shift from farm to non-farm homes and the increasing number of employed homemakers. Getting food from specialized production areas to consumers in far removed areas in forms which suit us has meant much more processing and handling in recent years than it did in the past. It is estimated, for example, that almost 3.4 of the food we buy has undergone some degree of processing. And as our economy has grown and expanded and as it has been necessary to transport goods greater distances and in greater amounts and in greater variety, more and more jobs which formerly were handled by the producer have been transferred to the distributor. The distribution system has grown like Topsy, and although today it is certainly in a revolutionary stage, still we are demanding of it Herculean tasks.

Our highly developed economy produces and distributes a tremendous variety of goods. Shoppers cannot be experts on each item which they purchase. They need reliable, unbiased, accurate information at a time when they expect to use that information. If such information is made available to them in easily understood form and at the right time, homemakers will be able to organize the facilities of their homes so as to take advantage of market supplies and the economic situation. Imagine a purchaser who must be an expert on the quality, price, and usage of electrical equipment, clothing including new fabrics and fashions, food, housing, automobiles, etc. It is an impossible job, hence most consumers give up trying. But marketing information can help them.

1/ Rural Family Living, Home Economics Research Branch, Agricultural Research Service, U.S. Dept. of Agriculture, April 1954, p.18.

Let us use meat as an example. Meat takes around one-third of the food dollar on the average. How many families know that there are seasons in meat supply? That is, times when grass-fed animals can always be expected to come to market in large numbers and other times when grain-fed animals are marketed in large numbers. Shoppers who are informed as to when the supply of these animals is large can take advantage of bargains if they have freezers and can stock up for a long period of time. At any rate, some shoppers are price conscious, others are quality conscious, and yet they all want to be equally well nourished. Moreover, the consumer needs some facts about how animals grow if they are to be satisfied customers. The food shopper who knows that there are only two flank steaks on each carcass has quite a different attitude toward her butcher than the one who thinks the butcher is holding out on her because he tells her that there are no flank steaks available at the time she wants them.

Marketing information may serve another purpose, that is, it may help shoppers adjust to change. Packaging and self-service of meat began about 15 years ago; in the early 1950's about one-sixth of all meat sales were in packages. Now packaging is common practice in almost all supermarkets, and in fact is not uncommon in the average small grocery store. Packaging is common and popular. Once a retail grocery store experiments with packaged meat, it rarely returns to the former method. Meat handlers give several reasons for this, among which are the important ones that the less familiar cuts will sell more readily in packages than by the older method and that the butcher's skilled labor can be used more efficiently. Shoppers, on the other hand, say that they would like to see both sides of the pork chop and they also think that packaging discolors the meat. Thus you have really a twofold job to do. One, to help the consumer understand the reasons for new methods of selling products, in this case meat, and two, to report back to the trade the desires and the wants of the consumer and explain to the trade why the consumer reacts the way she does. With the naked egg in prospect in the very near future, I wonder if it is too much to expect that the meat package will be free of cardboard in the very near future also.

I said a moment ago that the marketing information may help shoppers adjust to change. It should also help consumers to understand and accept the results of their actions. Let me illustrate what I mean by describing what has occurred in Ithaca, N. Y., where I live. More or less the same thing is happening in other communities which have the same population, occupation, and income characteristics. Today, to my knowledge, there is not one grocery store in Ithaca which offers credit and delivery service. More than that, to my knowledge, there is not one grocery store which will regularly accept a telephone order and will deliver the order even if one pays an additional sum for this service. I have lived in Ithaca two and a half years and yet I have not discovered

a grocery store where I can depend on such service. This is extremely frustrating to elderly and incapacitated consumers and to those of us with jobs which provide no time for grocery shopping and delivering our own groceries. What has caused this? Apparently the majority of shoppers in the Ithaca community patronize the cash and carry stores to such a degree that it is no longer profitable for any store to offer the so-called "traditional services." Of course, this may change as an increasingly larger proportion of our population is composed of older people who cannot drive to the store and carry heavy bags of groceries home. But consumers should understand why such market changes occur and not blame the retailer for it.

I believe that we all agree that "successful home management" means much more than "more things for the family." I have tried in this brief time to show by explanation or illustration that marketing information when used intelligently by the home manager will result in--

1. Wiser expenditure of family income.
2. Wiser expenditure of time and effort.
3. More rational choices.
4. Higher level of living.
 - a. Better quality of goods.
 - b. Less waste.
 - c. Better price.
 - d. Better health.
 - e. More satisfaction.

I cannot close without asking you to peer into the future with me. In the next five years the need for a greater amount and variety of marketing information will increase. Dr. Arthur F. Burns, chairman of President Eisenhower's Council of Economic Advisors, assessed the future of the Nation's economy during Columbia's recent bicentennial celebration. He said in part, "Our country has the capacity to raise physical production from its current annual level of about \$360 billion to \$440 billion, or even more, in a mere five years."

At present there seems to be no question that this growth will be achieved. Making the assumptions necessary if we assume approximate status quo in the world, it means great expansion of the United States market. With no postwar backlogs, with no extraordinary war stimulation, with no market smashing products in the offing such as TV, the consumer will probably wallow in a free market offering ever increasing variety of goods at possible prices. Can marketing information in sufficient quantity of sufficient usefulness be made available to help the home manager? This is a real challenge.

THE PLENTIFUL FOODS PROGRAM

G. Chester Freeman
Chief, Food Trades Branch
Agricultural Marketing Service, USDA

I'm glad to have this opportunity to tell you about an important activity of the U. S. Department of Agriculture in expanding the market for farm products. It's the Plentiful Foods Program, which is identified by this insignia--the cornucopia, traditional symbol of abundance.

The Plentiful Foods Program is designed to increase the movement of plentiful foods to consumers through the normal channels of trade. It serves both the producer and the consumer by working with America's great marketing system--the vital link that binds the two. That marketing system is a tremendous enterprise, composed of many segments, built by service to the Nation's people. But, huge as it is, the marketing system is a sensitive mechanism--quickly reflecting the shifts in supply...the disaster of crop failures at one extreme...the excessive bounties of nature at the other. It is equally responsive to variations in consumer demand. A smooth, orderly flow of goods through the regular marketing channels assures an abundance of food for the American people. Such a flow absorbs production variations, stabilizes farm income, results in more efficient and therefore more profitable handling by the trades, and brings generous supplies of high-quality foods to consumers.

The Plentiful Foods Program helps to promote this orderly marketing by expanding the market for plentiful foods, by increasing their movement to consumers through these normal channels of trade.

The program works through the cooperation and assistance of the Nation's food trades and information media. Through their efforts, consumer attention is focused on the foods that are in plentiful supply. Their cooperation is enlisted through the staff of the Agricultural Marketing Service, headquartered in Washington with area offices in 5 of the Nation's principal markets and sub-area offices in an additional 11 markets.

Basis of the Plentiful Foods Program is the monthly Plentiful Foods List--compiled each month by the Department's Plentiful Foods Review Committee, representing all the agencies of the Department of Agriculture which are concerned with our national food supply. These committee members determine what will be designated as plentiful. They base their decision on these criteria: that to be designated for the plentiful foods list a food must be in plentiful supply in most areas of the country, commonly used by most people, and generally available in retail food stores.

The members of this committee represent the Federal Extension Service, the Household Economics Research Branch of the Agricultural Research Service, and several divisions of the Agricultural Marketing Service--Food Distribution, Marketing Information, Agricultural Economics, Outlook and Situation Board, Dairy, Fruit, and Vegetable, Grain, Livestock, and Special Services. The information which the committee considers in making its decisions has been collected by all of the Department's fact-finding services--from crop reporters, State statisticians, market newsmen--and from State extension marketing specialists, State departments of agriculture, and from the commercial food trades.

Considering all these facts, the committee agrees on the Plentiful Foods List. Actually, there are six editions of this list--one published nationally in Washington, and one published from each of our area offices. That regionalization is to help to localize the information so as to make it of maximum usefulness. The area office regionalizes the national list, adding or deleting items according to the expected supply situation for its area. Let me call your particular attention to three things about these lists.

I want to call your attention to the monthly "features"--the one or two or sometimes three items that the committee determines to be worthy of featuring for the month. Notice also the listing of "extra emphasis" items--the items to which the Department gives extra emphasis during a particular week in its press, radio, and television releases. These items are the top plentifuls for the month, and the extra emphasis periods are selected to fit the period of maximum supply and to tie in with promotions which the industry itself conducts. These industry promotions which are associated with plentiful foods are also given a billing in the panel of Merchandising Opportunities--which is presided over each month by our standard "merchandising man" character.

These lists--with background information and merchandising suggestions--are then widely distributed to all segments of the food trades, well ahead of the month to which they apply, to help the industry to take part in the program. In addition, informational materials on the plentiful foods listed are made available to all the media serving consumers--to newspapers, radio and television stations, magazines and other publications that reach both the food trades and the general public. Through these means the news about plentifuls is carried widely to consumers.

That's the story of our regular plentiful foods activity. But beyond that regular activity, special campaigns are undertaken when foods face particularly difficult marketing problems.

These Special Plentiful Foods Programs are an intensification of the regular program and are scheduled for the period of the commodity's peak supply. They are conducted only upon the request of the producers of the foods, and in cooperation with the industry's own promotional efforts.

These are samples of the two "fact sheets" that we regularly prepare on each of these special campaigns--one is designed to encourage the food trades to take part in the campaign, the other is especially designed to enlist the support of food editors. The support of both is vital. In fact, the wide scope of the program offers opportunity for cooperation to all who are engaged in any phase of food marketing. And, because of its voluntary nature, the success of the program depends on widespread cooperation from all who have such an interest. Any success the program has enjoyed is principally a tribute to the fine cooperation we've received from the many people who have been in a position to help and who have given their utmost in cooperation.

Our food tradesmen in the Agricultural Marketing Service have the responsibility of developing support of the plentiful foods program by all segments of the food trade--wholesalers, public feeders, brokers, institutions, retailers, school feeders, trade associations, and the many other groups in the marketing system.

Complementing these efforts, our information people work with all the media--all those who write about food for consumers, and who are in a position to influence their purchases. They include the food editors of newspapers, magazines, and syndicates, the editors of trade papers and house organs, the food broadcasters on radio and television, and the food publicists for advertising agencies and public relations agencies.

Here is a roundup of some of the information techniques that we used in support of a recent campaign. The information services included advance announcements of the campaign, designed to get maximum cooperation from slick magazines and other long-advance users...fact sheets...recipe booklets...the so-called "letters" to farm paper editors, and to radio and television farm program directors...pictures for food pages...stories on the regular plentiful foods list, incorporating material on the special campaign...and separate stories on the special campaign itself...radio and television spot announcements...column fillers...special articles for USDA publications...and television program packages.

We get fine cooperation in supporting the plentiful foods program from the Extension Service, too. That cooperation stems from Washington, where all of the Federal Extension staff are of great help to us in organizing and conducting the plentiful foods campaigns. That cooperation extends out to you in the field, too, where the plentiful foods story is being carried to consumers by all who are in a position to help--the extension editors, home demonstration agents, and by the personnel working on marketing information programs for consumers. The limited space has made it possible for us to show only a bare sprinkling of the supporting materials--there are many, many more, of course.

This fine cooperation of you in Extension and the many other cooperators in the program has enabled us to make a real contribution to better marketing.

For the farmer, the program provides better markets at better returns.

For the food trades, it creates sales opportunities by stimulating consumer demand.

For the consumer, it assures the best possible value for food expenditures.

And for all the Nation, the Plentiful Foods Program promotes more efficient use of abundant food production.

That's the Plentiful Foods Program story. I'm glad to have had the opportunity to tell you about it. Incidentally, we've summarized the story of the Plentiful Foods Program in this booklet (PA-75). I hope that you'll take a copy to help you give us even more of your very valuable assistance in conducting the Plentiful Foods Program.

INFLUENCING CONSUMER PRACTICES -- OR
HOW TO WRITE WORDS THAT SELL

Mrs. Jean Wade Rindlaub, Vice President
Batten, Barton, Durstine, and Osborn, Inc.
New York City.

Hello, all you nice people. It's a great privilege and an interesting experience for me to be here to share your Agricultural Marketing Session. But I must say it made me think of the story of the old man rocking away on his front porch in Vermont recovering from a stroke. Somebody came along and asked, "How're you doing?" "Well," he said, "I'm doing purty good. I eats purty good. And I sleeps purty good. And I gets around to doing the chores some. Of course, my mind's gone. But seems like I don't miss it none."

When your very pleasant and friendly representative left my office a few months ago and I realized that I had promised to talk to you about influencing consumer practices, or as we'd be more apt to put it in my business, how to write words that sell, I said to myself, "Jean, your mind's gone. And 'pears like you don't miss it none." For I'm not too sure that anything I can tell you will be richly helpful. My experience, like yours, has been in the field of communications. And my experience, like yours, strangely enough, has been in the field of encouraging women to buy what otherwise might become surplus foods. I sell soup. Lots of vegetables that would otherwise be surplus vegetables in the soup pot. I sell cake. Lot of wheat that would otherwise be surplus wheat in cake. When I am not at my best, I try to sell cake and soup by telling people what they ought to do. When you are not at your best, you tell people what they ought to do, too. You list it on your objectives -- "To motivate people to adopt improved buying practices." When we are both at our best, I am very sure, we forget about telling people what they ought to do and make it easy for them to do what they want to do, as though they thunk it all up by themselves.

That is the secret, I am very sure, of the orderly marketing of agricultural commodities, whether through your bulletins or my advertisements -- to make people do what they want to do -- and just happen to use your products in the process. In order to do that you have to know a good bit about people. What they like. What they dislike. What they want. What they don't want. You have to ask a lot of questions.

Do you ask questions? Do you see your customer plain? Do you gather a group of newspaper readers around you at grange meetings or church sociables or bridge parties and just talk for a while about what

they need and how you can help? Helpfulness. Deep-down, bear-ye-one-another's-burdens-helpfulness. That's the keynote of a successful marketing information operation or a successful advertising program.

In our business we first ask each other. We have Junior Councils and Homemakers' Councils and Mothers' Clubs made up of women who work right in our own offices. And we ask questions about just about everything under the sun. What they eat. When they eat it. Where they eat it. Where they buy it. Why they buy that instead of something else. We ask questions until we see our customer plain -- until her reasons for doing all the things she does come sharp and clear, until we understand her troubles, until we know how we can help.

Let me spend five minutes each on two case histories to show you just what I mean. I'd like to tell you the story of cake and soup.

When General Mills asked BBDO to work on the Betty Crocker Cake Mix account, we started out to get the facts. Some of them were obvious. It was obvious that cake mixes were a part of the great wave of convenience foods that sprang up to meet a genuine need -- the need of the growing army of two-job wives to spend less time in the kitchen, the need of women at home, increasingly active in community affairs, increasingly caught up in today's fast-paced living patterns, to spend less time in the kitchen, too. The future of the cake-mix market looked promising. But what one single thing kept most women from baking a cake? We started out to find out -- working first with our own Homemakers' and Junior Councils. We had meetings about cake baking. And several facts began to emerge. The first was fear -- a fear of failure. "I'd bake cakes oftener if I could be sure they'd come out right." "I don't have much trouble with pies but cakes don't do so well for me." Faced with a clear fact, we came up with a clear solution -- a guarantee that lifted that fear from a woman's mind. "I guarantee," says Betty Crocker, "a perfect cake every time you bake, cake after cake after cake." She's been saying it for some time now. The cake-mix market has grown and grown. Today Betty Crocker is clearly and unmistakably the No. 1 cake mix in the market, and the total volume has doubled and redoubled.

But was fear of failure the only fact? No. Our Councils came up with another one. "I'm not afraid to bake a cake," some women said. "But frostings baffle me. Couldn't I just sort of throw on a sauce?"

Fact. Calling for an Idea. Not one idea, but a world of ideas. So a world of ideas we've been presenting in our cake-mix advertising. Quick and easy sauces. Cake and ice cream pies. Quick and easy decorations. Quick and easy party tricks. Quick and easy entertaining notions. Our advertising has been packed with make-you-hungry pictures, make-you-want-to-try-them ideas. How to bake two cakes from one cake mix. How to bake a

frosting right on the cake. How to change the flavor. How to change the color. How to make any cake you bake very personally yours. New ideas -- in the friendly words of Betty Crocker. New ideas -- with appetite appeal of exciting pictures. New ideas - supported by the hardest-working idea of all, the Betty Crocker Guarantee. That's the formula that has sold more cake mixes than any single manufacturer had ever sold before. Good way to influence consumer practices.

Okay. That's enough about cake. Let me tell you about one more advertiser. When the Campbell Soup Company brought us their account they had such a big share of America's soup business that it was evident from the first that we couldn't do much to increase their sales by simply taking business from their competitors. No. Our facts were tougher. We'd have to increase the number of times a week that the average housewife opened a can of soup. Easy? Not very. She was opening a good many cans of soup as it was. We went to work to find out the biggest single reason why she didn't open any more. And what did we find? Familiarity. "I'm familiar with the product." "We know Campbell's Soup," women would say. "We think well of it. We keep it in the house. We buy it all the time." They knew soup so well they just plain weren't thinking about it any more. That was one fact. We found some others. It's a changing world. People just aren't living in the same old way any more. They aren't eating in the same old way. They aren't buying in the same old way. The soup course as a separate course at dinner was fast disappearing -- along with the servants who used to serve it, along with the time women used to have to wash extra dishes, along with the big appetites people brought to the table when they walked where they now ride. Outdoor eating was a big new fact. Television snacking was another. People were doing a little of their eating at a fourth meal somewhere between nine o'clock and midnight. Facts. What did they point to? Problems. And the obverse of every problem is an opportunity. An opportunity for ideas. Startling ideas. Unusual ideas. Never-thought-of-that-before ideas. We started looking for new ways to serve soup -- for new times to serve soup -- for new places to serve soup. And we started very carefully to pass these new ideas along to the soup company's customers. Soup for Breakfast was a new idea -- a startling new idea -- a new time to serve soup. Reasonable, when you come to think of it. Breakfast patterns have been changing. Nutritionists and mothers worry that children don't get enough breakfast. Soup is quick, soup is easy, soup is nourishing. It has its points as a breakfast food. We've had a hard-working publicity campaign that is beginning to get soup for breakfast talked about, experimented with, moved onto hotel menus, accepted here and there. And we believe the day will soon come when we can take it into advertising.

Soup on the rocks. That was another new idea. Bouillon poured over ice cubes -- soup on the rocks. We introduced soup on the rocks, too, with publicity -- got it accepted in a few famous restaurants, worked through BBDO offices all across the country to have it served in important clubs. Soup on the rocks was advertised last summer in this single page in Life magazine. Today it is contributing materially to the sale of one of Campbell's Soups. That was just the beginning. Hot Buttered Soup was another new idea, advertised, talked about, so well received that in a recent test of radio advertising 50 percent of the people who had heard Hot Buttered Soup featured in radio commercials reported that they tried it.

Soup Plates. That's another brand new idea. A logical idea, after all. People know about salad plates, sandwich plates. Why shouldn't they have soup plates? We started featuring soup plate lunches in a small way this year. They have been so successful that we intend to develop and feature a soup plate menu for every single soup in the Campbell line next year.

How did I say these ideas were born? By looking for new ways, new times, and new places to serve soup. New ways -- for instance -- are very important. Who has soup plates any more? Who has a soup tureen? We need new ways -- and we've found them. A new way to serve soup to a group, by pouring it from a pitcher into cups. A new way to take soup to a picnic. By packing it in a thermos. Soup in cups. Soup in coffee carafes over candle warmers. Soup on television snack trays. All new ways we've featured and are planning to feature. New times -- that's another. I've talked of soup for breakfast, a radical new time for soup. We've advertised soup for sleep at bedtime, soup for the mid-morning break, soup in the afternoon, soup through the meal, as a beverage. Plenty of new times -- all around the clock. And we haven't neglected new places -- soup in the living room, soup on the TV tray, soup when you eat outdoors. New ways, new times, new places, they all help to sell soup. Now what about new uses? Soup as a cooking ingredient has had some popularity in the past. But not until this year has there been so concerted a plan to teach America's good cooks new tricks -- easy tricks that they can remember, new ways to cook with soup. We've had great promotions on how to make new soups from two soups, and sold a lot of soup that way. We've featured soup-burgers and soup casseroles and skillet suppers and one-dish dinners and soup-shakes -- and we haven't even begun to scratch the surface. We've paid some attention to garnishes -- how to make soup very personally yours -- because one thing we discover is that the less time women spend on a dish the more they want to add some little detail that makes it just a little different, just a little personal. That's where you -- and your new ideas -- come in.

I've spent a lot of time on these because I think they have a good bit of significance for the work that you do. They are, in their way, surplus foods, as I told you in the beginning. Yet we didn't try to sell them by telling women "These are foods you ought to eat." We didn't try to sell them by telling women, except incidentally, that "These are foods that are good for you." We got the facts. We matched the facts with ideas. And we moved right in to make our customer want our surplus foods because they fitted her own picture of the good life.

That's terribly important these days. If you have read the Twentieth Century Fund's thick book of America's Economic Resources then you may remember Mr. Berel's introduction. "Today the question our population is facing," he says, "is not can I live, but what kind of a life do I wish to lead? A man may choose between a mean house with a good motor car and a good house with a poor motor car. Men may and do choose to live in slums with television rather than in humble but decent houses without TV. Men can decide within limits whether or not they prefer to support churches and schools handsomely and skimp on movies and tobacco. Every man, whether he knows it or not, makes these choices according to his picture of the good life."

There, friends, I think, is the biggest piece of marketing strategy that has come my way in many a moon. Do you see your customer clear? Do you ask enough questions? Do you know what she thinks of as the good life? Is your product in that picture? Because she's going to make her decisions, she's going to buy or not to buy, according to her picture of the good life.

Let's be concrete about this. An egg, if you'll forgive the pun, is an eggscellent thing. You think well of it. I think well of it. Yet just suppose for a minute eggs were in superabundance on the market this week. Could we sell more eggs by merely remarking on their excellence? Or by saying they are plentiful now? Or by commenting on their economy? No. Not unless you fit your eggs into the customer's picture of the good life.

If the good life is an outdoor life, and there is plenty of evidence that it is, then why bother to tell her about the excellence of that egg? Tell her how much it will add to her picnics. Give her recipes she can use -- recipes for red-beet eggs, as we make them in the Dutch country, deviled eggs, or a dozen different kinds of egg sandwiches -- are there a dozen -- don't tempt me! Give her funny little tricks -- like painting Anne, Her Egg -- or John, His Egg on the picnic eggs. Or having an egg hunt -- with lucky numbers on each egg. Or rolling the eggs and then eating the ones that don't get squashed. Or carrying them in a teaspoon. Or any one of a dozen ways to make eggs more fun at a picnic. An egg is an excellent thing -- but it doesn't have to be dull, does it?

It's a spending life, the good life. Today's customer, the Twentieth Century Fund puts it grandly, has a propensity to spend. She can afford an extra egg. Hardly a recipe, come to think of it, that wouldn't be a little better for an extra egg -- don't let the home economists hear me. You could encourage that -- whip up a soup-shake or milkshake -- toss in an egg. Open a can of fruit -- whip up an easy meringue or egg custard. Try a souper-bracer -- bouillon and milk and a beaten egg. Make your stale toast French toast tonight -- add a couple of extra eggs. Brighten up that plain old spinach -- top it with sliced hard-cooked egg. Drop a chopped egg in every soup bowl -- or a froth of golden egg yolk on vegetables or soup. Poach eggs in bouillon or tomato juice or chicken-rice soup. Ham sandwiches tonight? Why not ham 'n eggs? You can afford it. You live the good life.

The good life is a family life. People do things together. I'm going down to Washington in a week or so to talk at the first meeting in which women have ever been asked by the Government what they really want in a house. Some of the most important facts looming up in the first round of mail are togetherness things. Bigger kitchens. More room for the family to be together. Family rooms. Fun rooms. Hobby rooms. Play space. Television rooms. Music rooms. Places where the family can use the new leisure that is part of the good life, the new fun that is part of their notion of what the world owes them. (When I was young it used to be a living you thought the world owed you -- and old fogies took a dim view of that; today's generation thinks they have a little fun coming -- it's one of the truths they hold self-evident.) Good life! Is your product in that picture? Are there togetherness things you could be featuring with your surplus and not so surplus foods? Bread baking, I've been thinking for a long time now, could be a togetherness thing. A do-it-yourself thing. A fun thing. Something that could fit right happily into the good life as your customer sees it.. I worked out a bread recipe one time that I called television bread. Mix it up. Watch a show. Punch it down. Watch another. Put it in the oven. Watch another. And when you're ready for a television snack at the end of the evening there you are with your fresh-baked bread and I hope some home-made jam and some sweet country butter, and there won't be any surplus in those foods, I can guarantee it.

The good life is a homesome thing, a stay-at-home life, a do-things-together life. "The new Adam," the Overstreets put it, "is not embarrassed to be seen drying the dishes or attending a PTA meeting. He's the right sort of companion for the new Eve, the many-sided, resourceful, yet feminine woman of today. What are Adam and Eve doing in their new togetherness? They're cooking together. They're down in the workshop together. They're praying together, in the greatest revival of religion this country has ever known. They're playing together -- active sports, parlor games, community activities. They're taking trips together, going on picnics together, bringing up the children together. Who's putting on

wallpaper these days? Paper hangers? Nope. Sixty percent of the wallpaper going up in America is put on by Adam and Eve. Who's doing the dishes? Adam and Eve. Sometimes poor lone Adam. Who's getting ready for a party? Adam at the bar, Eve in the kitchen. Who's making the beds? Adam and Eve. Who's in the beds? This is going too far.

So what does all this nonsense mean to you? Opportunity, of course. Opportunity to move your foods into the good life. The do-it-yourself life. The man-in-the-kitchen life. The Dad and the boys doing-the-cooking life. Who's baking cakes these days? Children. Five-year olds are starting in. Boys as likely as girls. What have you got for the man cook, the child cook, in your bulletins and programs? Do your foods SOUND like the good life? Are you putting fun in them? Are you putting love in them? There's a little bit of love in every gift that you bake, we say for Betty Crocker. A little bit of love is a fine thing in a recipe or a bulletin or a program or a plan.

Read the statistics. Think of the people. Read the facts. Think of the opportunities. Read the facts -- more young mothers, more first babies, more second babies, more young families -- think of the opportunities. You'll bring your bulletins alive with helpfulness for that young mother and her problems. She's got troubles. You could help. But you won't help by a lot of long-worded gobbledegook about marketing conditions. You won't help by earnest advice, even the best of do-gooding advice, about availability, relative cost, selection care, value and use of agricultural products. You'll help when you show her how your products fit the good life as she's likely to live it. You'll help when you give her easy answers to her deep-down needs.

Read the figures. Think of the opportunities. Think about grandma. More grandmas these days than ever before. Grandma needs help. Foods that are fast to fix, easy to digest, tempting to eat. Grandma's tired. She needs to be cheered up, warmed up. She needs to feel needed.

Read the facts. Think of the people. For the facts change. But needs are pretty basic. A man wants a woman and a woman wants a man. They both want sons and daughters. They want to be loved and understood and respected and liked. They are hungry and they want to be fed with a minimum of trouble and a maximum of satisfaction. You can help them. They are weary and they want to be housed with a minimum of work and a maximum of comfort. They'd like help on that, too. They are busy and they want to be clothed, with a minimum of trouble and a maximum of good appearance. They are lonely islands. They want understanding and things that will help them to be understood. They get up in the morning and work hard all day and they come home tired and there's always something to worry about -- somebody is mad or somebody is sad or somebody is broke or somebody is blue. They have big worries and little worries and the days go by and the years go by and things don't work out the way they hoped. These are your customers and mine. They are waiting for you and for me to fit your products into their good life.

This is a worthy thing to do, a wonderful thing. You can be positive, not tentative about it. An egg is an excellent thing. So are vegetables in their season -- and there are sound and honest and sustaining reasons for selling them. Sell is not an ugly word, selling, as you do it, is service. There are sound and good and honest reasons and you know them, every one, for telling a woman in a neighborly way to eat tomatoes at the peak of flavor, ripeness, vitamin richness, to eat carrots and corn at their golden best, to enjoy the fruits of the land as they come in at their peak. There's helpfulness that your readers need in telling how to use the little pears and the off-beat fruits and the less-than-perfect vegetables. These have their uses, too -- what's a Waring Blender for!

An egg is an excellent thing -- and I use the word "egg" to cover the world of over-abundant foods that you have to think about. Think about them with pride, think about them in a spirit of helpful fervor. Dig deep to find out why they are needed, why they are wanted, what new ideas you can produce that will make them more fun. Have a checkup chart. Put down NEW TIME. NEW WAY. NEW PLACE. NEW IDEA. New time for turkey -- certainly -- look how its season is being extended. New Place. New Way. Think -- how the ideas pile up. New idea -- you've got one -- and another -- and another. First thing you know you'll be marching those turkeys to market on the double. Supply won't keep up with demand. Fine thing. Fine for turkey growers. Fine for turkey eaters. Fine for you. So you move on to stretching that two-pint American stomach around another basic food. It is a good thing you do this day. Think well of it. Who's going to lend a hand to surplus foods if you don't? Soup and cake have folks like me -- but who's selling eggs? Who's selling potatoes? Who's selling vegetables? Who's selling off-grades -- every little off-grade has a purpose all its own.

Don't sell economy. People may be wrong or different or even peculiar, as a philosopher once put it -- but in any case, right now they're deliberately putting more of their money into good food. So sell good food. Sell flavor. Sell nutrition. Sell beauty. Sell variety. Sell excitement. Sell convenience. Sell speed. Sell all the reasons that put your product right spang into the middle of your customer's good life.

Fit it into her outdoor life, her busy life, her complicated life, her family life, her homesome life, her neighborly life. Is it good for her children? Will it build up her husband? Does it have consumer benefits? You're the gal -- you're the guy -- to find them.

When I was talking to your representative I said "You are the group responsible for the promotion of surplus foods, aren't you?" She winced. And she explained at some length that you promote nothing, that you

"encourage-the-consumption-of-foods-in-season-and-in-abundant-supply, -you-inform-the-consumer, -you-help-consumers-get-maximum-satisfaction-from-their-purchases-of-agricultural-products-by-providing-them-with-timely-marketing-information-and-economic-principles-as-a-basis-for-decision-making-in-selection, -purchase, -care-and-use-of-agricultural-products-with-regard-to-consumer-needs-and-resources."

"Oh," says me. "I see. You mean you push surplus foods." Don't be ashamed of it. This is nothing to wince at. A surplus food is a good food. It has a world of consumer benefits. It just doesn't have enough friends. You can get friends for it if you see the facts, if you match them with ideas, if you work at it -- and this will be to the great advantage of the consumer and the grower and the Nation. It is something to be proud of. You are lucky to be doing it. So I don't know what I am doing here.

So maybe my only reason for talking is that of the little dog who came from the Russian sector of Berlin to visit a friend in the English sector. He was bragging that everything was fine in his sector. "We have the biggest trees and the biggest bones and the finest heated dog houses." Finally the American dog got a little tired of all this. "If everything is so fine in your sector," he asked, "why did you come out?" The little Russian dog looked one way and then the other. Then he whispered quietly, "I came out to bark."

I could bark a few more minutes in specific advice to you who write. There's magic, I could tell you, in a few simple words. NEWS is one. People never tire of news. NEW IDEA. That's another. People want new ideas. The more recipes a food article has, the better it is read. The more the recipe looks like a recipe, with the ingredients lined up in rows, the better it is read. The more the recipe has what McCall's used to call that "factor of attainability" -- the more it looks like something a woman could make of things she has in the house, the better it is read. The more you break your articles up into short, easy paragraphs, with frequent subheads, the better they will be read. In our business these days, we try to do the kind of food ads and articles that teach a single trick -- that leave an impression so clear a woman doesn't have to go back to the recipe to find out how to do it. You can make a cream sauce with soup -- that's a single trick. You can make a gravy with soup. A casserole with soup. You can use soup to make souper-burgers. Or souper-sandwiches. These are separate things. You can remember them.

Try to single out your audience. Think of the people you're writing to. I remember a very selective headline I wrote one time. It tested out well. "To a girl who expects to be kissed tonight." Evidently a lot of girls did.

Try to make your article answer a definite problem. Try to make your product fit a specific need. And be specific. As Bruce Barton used to say, "What if Jesus had said, 'we must all get together. We must try to help each other.' Who would have remembered? But he said, 'A certain man went down from Jerusalem to Jericho and fell among thieves.' And the story has lived through the ages." So be specific. Talk in concrete terms, in picture words. Pack your sentences and your paragraphs with ideas. Shorten. Sharpen. Eliminate. Remember the basic drives and instincts. Nature -- the sex or mating drive -- "He'll love you for these Brussels sprouts." The building of the home. Four walls and a hearth and a great soup bubbling in the kettle. Mother love -- and what a world of inspiration for food articles you have in that one, from the wakeup breakfast through the lunch they hurry home for or the lunch box she packs to the good night kiss and the good night milk. Mother love is such a powerful selling drive, be careful when you use it. Don't abuse it. And then there's the family instinct -- the togetherness again. And the desire to please the herd. You'll be so proud of this fine recipe. This will make you famous. Make this a specialty of your house.

And then there's hunger, most powerful of all basic drives. And what have you got for that? Everything! And there's fear. You can prey on that -- but again with taste and your own basic decency. These are human drives, human motivations, human needs you're here to fill.

Have a wonderful time -- and remember, when you're writing the words that may give Mrs. Jones a clue to why Johnny hasn't been making the grade lately or how she can give a little girl a cheerier smile or give her a new idea how to make her life with her husband more richly worthwhile -- then remember that the words you write are bread of life and breath of hope to someone. Think about that someone, understand her, and let some of the real you, the warm, friendly, basic, really want to be doing good, shine forth in your work. You'll sound like you. And you'll sell like you. And first thing you know you'll solve some of your country's problems while you're helping your readers help themselves. This I know. For this is a world I live in, too. And come right down to it, isn't it fun?

OUTLINE OF DISCUSSION
HOW TO EVALUATE YOUR WORK

Frederick P. Frutchey
Chief, Teaching Methods Research Branch
Division of Extension Research and Training
Federal Extension Service, USDA

1. Extension as an educational process is concerned with bringing about changes in the behavior of people.
2. The changes in behavior are the objectives of the program based on the needs of the people.
3. Teaching methods are used to set up learning situations, which implement achievement of the program objectives.
4. Evaluation is the process of determining the extent to which the objectives are reached.
5. Evaluation can range in degree from ordinary everyday observations to rigorous scientific research.
6. As of today many so-called "intangible" objectives of teaching cannot be measured with complete accuracy; but if objectives have reality, they have meaning in terms of knowledge acquired, attitudes changed, skills developed, practices adopted, or action taken, and therefore can be observed.
7. When the objectives are clearly defined and understood, definite evidence of progress in the objectives can be obtained.
8. Three major questions in evaluation are:
 - a. What information is wanted?
 - b. From whom or where will the information be obtained?
 - c. How will the information be obtained?
9. Ten steps in considering an evaluation are:
 - a. Background situation - in which the problem and needs arose.
 - b. Program planning - to solve the problem, meet the needs, and improve the situation.
 - c. Objectives of the teaching program - to clarify the changes in behavior to be reached and hence what is to be accomplished.

- d. Extension teaching methods - how the program is to be implemented; what teaching methods will be used to set up learning situations so progress toward the objectives will result.
- e. Questions to be answered by the evaluation - to make clear the information the evaluation is designed to obtain.
- f. Sampling the population - defining the population and the method of selecting the sample to determine from whom the information will be collected.
- g. How to get the information - interviews, questionnaires, and so forth.
- h. Preparation of the questionnaire - a form on which the information can be recorded for later use, so that memory will not need to be depended upon.
- i. Tabulation, analysis, and interpretation of the information - determining the analysis of the information in order to answer the questions in step "e"; planning the method of tabulating the replies to the questions; and interpreting the results in answer to the questions in step "e".
- j. Use of the findings - how the findings will be used to improve the teaching; how they will be reported to persons involved in the program.

IMPRESSIONS

Joseph F. Hauck
Extension Marketing Specialist, New Jersey

You will recall that the goals set up for this week's work were substantial. These were met, I think; and if there was any one keynote that could be taken as a theme for this conference, it might be the thought of keeping your program alive and dynamic. My first impression was that you did this at this training meeting. You did it with your attitude and interest. And my second impression is that you will also keep your program back home alive and dynamic.

I am certain that my philosophy has been changed for the better--my objectives more refined and pinpointed, and my outlook broadened. I am going to do some things differently, and I hope better, and I got lots of ideas as to how to do this. We got great help from panels, speakers, demonstrations, etc., but more than that, from each other.

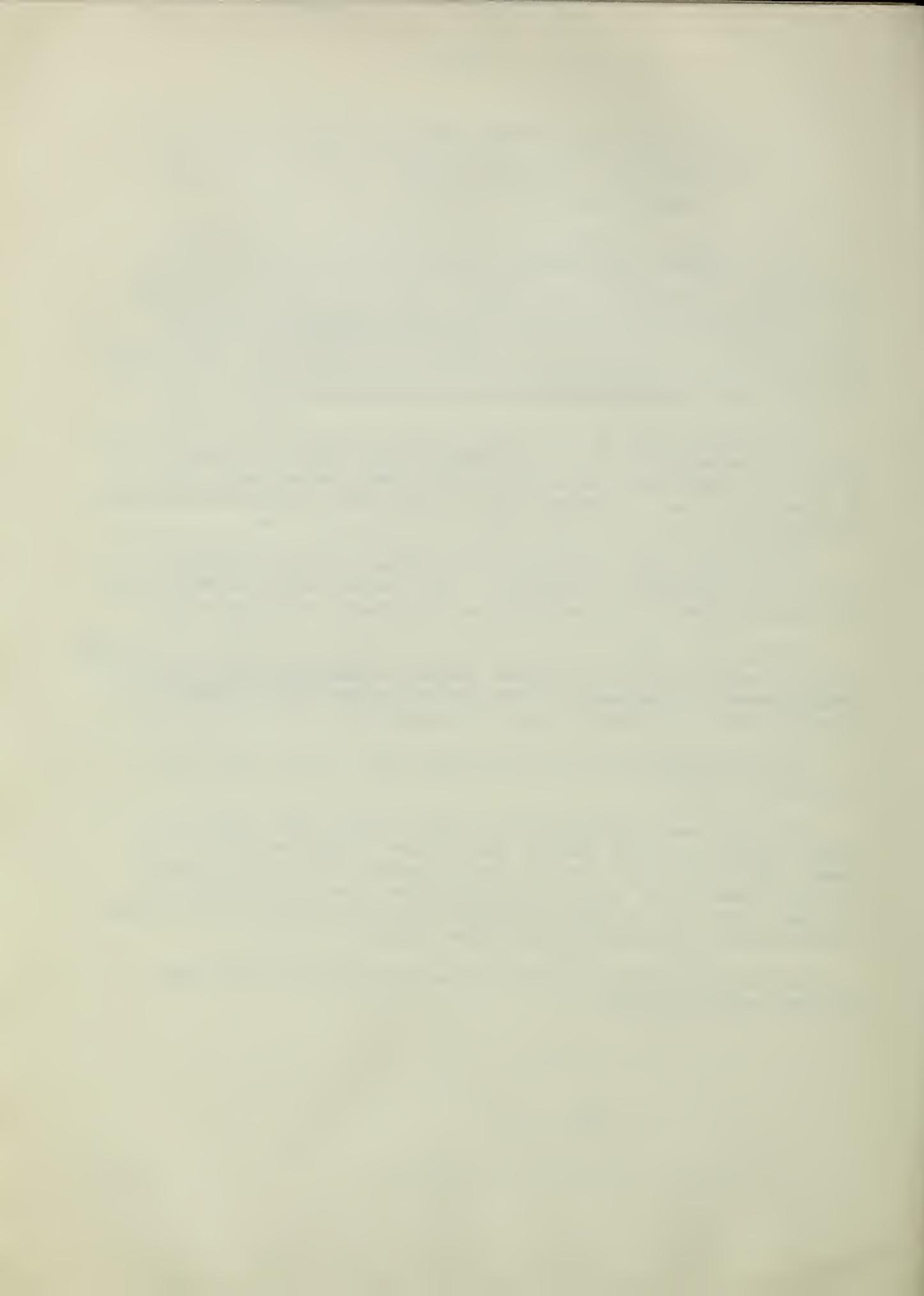
I'd like to stress the value of the free, informal exchange of ideas that supplemented our program. This makes a conference, as well as a good program. This should prove valuable as M-I-C grows up.

Perhaps this training meeting is an indication that M-I-C has really grown up, and that it is a program integrated into the overall extension program--part of a closely knit educational effort and not something standing alone and trying to work by itself.

The recommendations of the committee were a great step toward uniting our efforts.

This past week should help us to do a better job. We know a little better how to do things, where to get things, and how to use them. But much of the value of the conference will be lost unless we start immediately to put into application some of the things we learned. Try some of these new gadgets and new ideas in your program, because they've been working for other people.

If the enthusiasm in evidence here is carried over into your program, you can't miss.



HIGHLIGHTS OF THE DISCUSSION

The distinction made at times between consumer marketing and the producer marketing program is disturbing. They both should be considered a part of the overall marketing program. If we think of the consumer program as an entity in itself, it may well end up that way. It shouldn't be advertised as a consumer program. Rather, it is part of the overall Extension Service marketing program and that hasn't been emphasized enough in the past.

--James B. Fawcett

We need to develop further in teaching that there is a use for nearly every quality of food. But we need to match the use we recommend with the quality.

--Mary B. Wood

We need to find out if consumers change their patterns of buying as a result of our work. But that is hard to find out. So far, we have had to rely on opinion and judgment of people.

--James W. Dayton

Does our work result in better balance of production and consumption? Are people being better fed nutritionally? Are they better satisfied? If the answers to those questions are "yes", then we are using the money put into this work to good advantage.

--Lawrence A. Bevan

The special weeks that come along are a problem. For example, January Egg month comes at a time when eggs are relatively high in price in New England. That was especially so this year.

--James D. Bromley

What kind of shopping habits do consumers have? A half hour in a supermarket watching consumers buy food would be very valuable for any worker in this program.

--Elizabeth Graddy

We have the responsibility in the Plentiful Foods Programs for pinpointing items that will be in plentiful supply. It's a short-time program. We're not trying to do the educational job. We look to the Extension Service consumer education program as a long-time educational program in which we can give you material to use. You go far beyond what we do.

--G. Chester Freeman

In connection with bylines, it would be well if marketing information workers understood newspaper policy on the use of bylines. Certainly, there should not be arguments with the editor about using a byline on the Extension Service column or article.

--Charles E. Eshbach

Before any consumer specialist gets in on a campaign for eggs or any other commodity, she should check at the College and find out if it is the time. There ought to be someone at the college who would alert the specialist on what is coming up.

--Frank D. Reed

The purpose of visualizing is to build up an idea or an impression. You have to appeal on the basis of taste or something like that. I don't like to get into too many gadgets as they detract.

--Donald T. Schild

Consumer workers need to understand the wholesale market reports to be able to explain the wholesale prices to consumers and get the consumers to understand why there is often such a big difference between the wholesale price reported on the radio and the retail price asked in the store.

--Charles E. Eshbach

Some agents can't do radio. A lot is in making the best use of your ability. If you can't do a good job, the audience won't believe what you say. A poor job reflects on the Extension Service. It's a question of ability to put it across.

--Helen Johnson

Helpfulness is the secret of successful food marketing programs or advertising programs. There is magic in a few simple words. Break up recipes in steps with pictures to give them a lot of appeal to readers ... Potatoes could be sold with a concentrated idea program. There are a great many foods of which we could sell a lot more. But they have no friends. Who is giving anyone new ideas on potatoes? The stomach is only so big and people have gotten out of the habit of potatoes. The way to sell potatoes is to give people exciting ideas on using them ... Spelling out the idea you want to sell is not so important as the idea itself. Give mostly service things if you want people to use them. Give menus that include the things you want to sell, and post-script the facts ... Store handouts are good but there's a lot of waste in the business. If they get to the counter, they are well used. They should be simple with one idea. Coupons sell a lot of food. But I don't think gimmicks are needed in a food program. You can make the food sell itself.

--Jean W. Rindlaub

If the consumer marketing information programs are to be successful and long lasting, they must be based on facts. Also, we should keep in mind that consumer information work is a definite part of the overall Extension program in the State. It should be tied in with outlook and the other Extension marketing work.

--Robert B. Donaldson



LIST OF MATERIALS DISTRIBUTED BY SPEAKERS AT THE CONFERENCE

1. Objectives of Marketing Information Program for Consumers. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. April 1956. Slides to be made available as film strips. 15 frames. For sale. Colored illustrations of each objective of marketing information programs for consumers.
2. Michigan Advisory Councils to Marketing Information Programs for Consumers. Cooperative Extension Service, Michigan State University, East Lansing, Mich. March 30, 1956. Mimeographed. 15 pp. Describes purpose, membership, and functioning of Advisory Councils for Michigan's Marketing Information Program for Consumers. Includes typical list of council membership, annual meeting program, and suggested guides.
3. Your Guide to Extension Marketing with Producers, Wholesalers, Retailers, Consumers. Weeks, Bragg, and Cole. Cooperative Extension Service, University of Massachusetts, Amherst, Mass. November 1955. Printed. 24 pp. Prepared from material supplied by the Mass. Extension Service Marketing Committee. Outlines the objectives of the State Marketing Education Program with the principal groups, steps in getting started, methods that can be used; and discusses in detail major problems in dairy, flower, fruit, poultry, vegetable, livestock, and other products marketing, with information on the situation and approaches to the problems. Special sections consider wholesale and retail marketing and consumer marketing education.
4. Consumer Food Marketing Information Programs - Program Initiation And Development. Cooperative Extension Service, Amherst, Mass. Mimeographed and Multilithed. 56 pp. Contains information on initiating and developing State and county programs in Marketing Information for Consumers. The publication includes two leaflets of the New England Extension Services' Marketing Information Program (The State Extension Service Consumer Food Marketing Educational Specialist's Job and Program, and The County Extension Service Consumer Food Marketing Education Agent's Job and Program); the Plan of Work for Consumer Education Work of the Mass. Extension Service, 1956; a Plan of Work for the Consumer Food Marketing Program in Worcester County, Mass. 1956; and a Plan of Work for Consumer Food Marketing in the Worcester County, Mass. 4-H Club Program 1956.
5. Economic References, Marketing Information for Consumers. AEP-57. Wright. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 9 pp. A bibliography of national economic references of value to Marketing Information for Consumers workers. The economic references are divided into general, marketing and merchandising, dairy products, fish, fruits and vegetables, meat and livestock, poultry and eggs, and processed foods classifications. The compiler of the bibliography is Extension Economist in Marketing at Cornell University.

6. Market News Offices, Location, Commodities, Officials in Charge. Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. November 1955. Mimeographed. 12 pp. Lists the location of the various market news offices, the officials in charge, and the commodities covered by each. Listed also are the officials in charge of the commodity divisions at Washington. Seasonal field offices are listed with the periods of operation. Locations of the area marketing information offices and the officials in charge are also indicated. A map of the locations of the market news offices and the market news teletype system is included.
7. Agricultural Statisticians in Charge of Field Offices of Agricultural Estimates Work. Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 2 pp. List by States of the Agricultural Statisticians, with addresses.
8. Area and Sub-Area Offices. Food Distribution Division, Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. March 1, 1956. Mimeographed. 2 pp. Lists officials in charge, addresses, and telephone numbers for the area and sub-area offices of the Food Distribution Division. States served by each office are also indicated.
9. Bureau of Labor Statistics Regional Offices. Bureau of Labor Statistics, U. S. Dept. of Labor, Washington, D. C. June 1954. Mimeographed. 2 pp. Lists the name and address of each of the five regional directors of the Bureau of Labor Statistics' Field Service. States included in each region are indicated.
10. Field Offices of the Census. Bureau of the Census, U. S. Dept. of Commerce, Washington, D. C. May 25, 1955. Mimeographed. 2 pp. Lists the location of the field offices of regional supervisors and district supervisors.
11. Organization Chart, Offices and Laboratories of the Branch of Commercial Fisheries. Fish and Wildlife Service, U. S. Dept. of the Interior, Washington, D. C. March 1, 1956. 2 pp. Provides an organization chart of the Branch showing purposes of the Branch and the activities of the various sections. Lists locations of technological research laboratories, statistical offices, market news service offices, educational and market development offices, and exploratory fishing and gear research offices of the Branch in the field, giving names of officials in charge. Also included are officials of the central office at Washington and the sections they head.

12. References, Marketing Information for Consumers. (A Companion Piece to AEP-57). Hodgson. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D.C. March 1956. Mimeographed. 12 pp. Listing of home economics and food references of value to Marketing Information for Consumers workers. Divided into Federal, national but not Federal, and State sources.
13. Sources of Economic Information on Food Marketing for Consumers, State and Local. Eshbach. New England Extension Services' Marketing Information Program, Boston, Mass. March 1956. Multilithed. 10 pp. Listing of typical types of State and local sources of economic information of value to Marketing Information for Consumers workers. The listing is divided into market reports, crop reports, prices, State universities, regulatory, trade, and miscellaneous classifications.
14. The Plentiful Foods Program. PA-75. Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. Revised January 1956. Printed. 4 pp. A brief description of the Plentiful Foods Program of the Department, with sections on the marketing system, how the program works, special programs, what the program accomplishes, how people can cooperate, and whom to contact.
15. Filing System, New York City Extension Marketing Information Program for Consumers. AEP-42. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D.C. March 1956. Mimeographed. 10 pp. An outline of the filing system used at the New York City office, divided into sections on general subject matter, economic reports, and administration and methods. The keying of the various economic and home economic files are indicated.
16. Aids to Better Communications. Editorial Department, College of Agriculture, Rutgers University, New Brunswick, N. J. Mimeographed. 4 pp. A bibliography of books, leaflets, and other sources of information on news writing, circular letters, letter writing, scientific writing, other forms of writing, radio, television, general visual aids, and photography.
17. Jersey Blues. Leaflet no. 148. Judge. Cooperative Extension Service, College of Agriculture, Rutgers University, New Brunswick, N. J. January 1956. Printed. 8 pp.

18. Your Marketing Releases. Wright. AEP-164. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. November 1955. Mimeographed. 20 pp. Report of a general analysis of the food marketing releases of the various Extension Service offices carrying on marketing information for consumers programs. Combines calling attention to deficiencies found in the releases and suggestions on good writing. Includes a form and suggestions for checking readability of material.
19. Check List for Retail Prices. Extension Food Marketing Program, Cornell University, Ithaca, N. Y. Mimeographed. 4 pp. A form for listing costs per unit for fruits and vegetables, meat, fish, dairy products, canned foods, and frozen foods. This is the check list used at Ithaca in securing retail price information at stores.
20. Food Value Chart. Steininger and Hauck. New York State College of Home Economics at Cornell University, Ithaca, N. Y. Reprinted November 1955. (Cornell Extension Bulletin 670). Printed. 8 pp. Includes a chart showing the nutritive value of some common foods, indicating major nutrients.
21. Winter Sources of Fruits and Vegetables Sold in Connecticut. Smith. Cooperative Extension Service, College of Agriculture, University of Conn., Storrs, Conn. February 1956. Printed. 16 pp. Survey of produce wholesalers in two areas in Conn. to determine the relative importance of Boston, New York, Providence and other markets as winter sources of fresh produce in Conn.
22. Highlights Kit. Extension Food Marketing Program, Cornell University, Ithaca, N. Y. Mimeographed. 12 pp. A kit of materials for explaining Highlights and promoting its use in small institutions. Contains sample copies of the release for small institutions, a map of the distribution of the release, and a sample questionnaire for use in checking the institution mailing list.
23. How Maria Bought a New Dress (Como Maria Compro Un Traje Nuevo). Food Marketing Leaflet no. 11. Hodgson and Boulon. New York State College of Agriculture and Home Economics, Cornell University, Ithaca, N. Y. Printed. 4 pp.
24. Buying Food for Your Nursing Home. Food Marketing Leaflet no. 12. Proud. New York State Extension Service, Cornell University, March 1956. Printed. 32 pp. Contains information for operators of nursing homes on planning menus, purchasing food, facts on canned foods, food marketing tips, placing orders for food, quantity recipe information, and references.

25. Visuals for TV. IP-122. Division of Extension Information, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. September 1955. Mimeographed. 4 pp. Information on why visuals should be used, application of visuals to television, what visuals to use.
26. What Research Shows About Visual Aids. Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. June 1949. Multilithed. 54 pp. Material prepared for a visual aids workshop is about the use and effectiveness of visual aids in Extension Service work. It calls attention to books, articles, and studies that provide research on visual aids to help make better use of them. A bibliography of various types of visual aids is included.
27. The ABC's of Look and Run Exhibits. IP-161. Division of Extension Information, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. November 1955. Mimeographed. 3 pp. Provides information on how to plan, develop, make and judge a good exhibit.
28. Visual Aids Equipment. IP-61. Division of Extension Information, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. June 1955. Mimeographed. 11 pp. Listing of different types of visual aids equipment, manufacturers, and prices. Sources of a wide variety of different types of visuals are indicated.
29. Evaluation Outline. ER&T-87. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 13 pp. Development of an example of evaluation in the Marketing Information for Consumers field, outlining in detail the ten steps to follow.
30. Extension Evaluation. ER&T-62. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 11 pp. A talk originally presented at a special meeting for European Extension leaders at Washington in November 1954. Reviews the importance of evaluation, the ways of doing it, and the use of the results.
31. Score Card for Judging Questions. Division of Field Studies and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. October 1950. 1 p. A score card for judging questions to be included in evaluation questionnaires. These were prepared by a Committee of Home Demonstration Agents in Md. and made available by the Federal Extension Service.

32. Sample Questions - Radio and Television. ER&T-96. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. Five sample questions for use in evaluation questionnaire to determine listening habits, whether heard a specific program, whether use was made of information received.
33. Sample Questions - News Article. ER&T-97. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. Four questions to use in an evaluation questionnaire to determine readership of a good buys column, use of information, and what other things should be included in the column. These questions were adapted from a study of the Ramsey Journal in N. J.
34. Evaluation References. ER&T-95. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. A list of references providing information on various aspects of evaluation in general and in Extension Service work.
35. Suggestions for Interviewing. ER&T-94. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. Information on how to gain the cooperation of interviewers, to get accurate information, and to leave a good impression.
36. Evaluation of Extension Food Marketing Handbook. Wood. Extension Service, Cornell University, Ithaca, N. Y. April 1956. Mimeographed. 5 pp. A report on the evaluation study of the N. Y. Marketing Handbook, conducted in 1955.
37. Does Your Annual Report Do You Justice? AEP-64. Ueland. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 4 pp. Includes an outline of annual reports on marketing information programs for consumers prepared by the Federal Extension Service and two examples based on hypothetical cases which illustrate the type of results reports that are needed.
38. Better Informed Consumers. Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. December 1955, Extension Service Circular no. 502. Printed. 14 pp. A report on an evaluation study of the Extension Service Consumer Marketing Information Program at Louisville, Ky.

REPORT OF COMMITTEE ON EXCHANGE OF INFORMATION

This committee considered the exchange of marketing information and teaching materials among workers in the various States.

Types of material for which there is particular need for exchange of information:

1. Program developments--new contacts, new areas, new undertakings, etc.
2. Techniques, visual aids, methods.
3. Films and tape recordings.
4. Subject matter--circulars, bulletins, processed-mimeographed material, letters.

Recommendations:

1. That the Federal office serve as the clearing house for exchange of information between States through the medium of a "news letter" or some other vehicle. Material should include information on such things as--
 - a. Development in State programs as they occur.
 - b. New techniques and ideas from the various States.
 - c. A listing or review of new consumer research studies.
 - d. A listing of new films and tape recordings of interest in consumer marketing.

The carrying out of this recommendation will be dependent upon the cooperation of State consumer marketing personnel in supplying the Federal office with the information requested.

2. That the Extension Service Division of Information develop and revise regularly a listing or catalog of exchange films and tape recordings adaptable for use in consumer marketing work.
3. There is considerable value in the exchange of subject-matter material between States, and individual States are urged to establish reciprocal mailing lists.

4. That the Federal Marketing Information for Consumers and Food Distribution Division offices jointly investigate the feasibility of developing some sort of periodic Food Situation Report for Consumers, bringing together data from the separate commodity situation reports as they affect consumers.
5. That additional consideration be given to the interests and needs of consumer marketing personnel in the development of programs at meetings of workers in marketing, agricultural economics and home economics, and other allied fields.
6. Some consideration should be given to achieving a closer professional bond and greater exchange of information between workers in the M-I-C field. The possibilities and advisability of some type of formal or informal organization of M-I-C workers or some other method should be explored.

Exchange of Information Committee Members

Charles E. Eshbach, Chairman
Frank Reed, Secretary

Ricardo Acevedo
Janet Cameron
Marion DeRoche
Janet Dodge
Elizabeth E. Ellis
G. Chester Freeman
Joseph F. Hauck

Russell C. Hawes
Jean Judge
Betty Lee Palmer
Donald T. Schild
Lucy F. Sheive
Gale Ueland
Betty L. Woods

REPORT OF TRAINING COMMITTEE

This committee considered the needs for training and ways in which it might be provided.

Purpose of committee: To suggest a workable plan to train workers for consumer marketing work.

The problem was broken down into three general areas:

1. Training programs for workers already engaged in consumer marketing work.
2. Training for new personnel.
3. Desirable backgrounds for new personnel.

I. Training recommendations for present workers

- A. National or regional training conferences to be held every year of the same general type as the one at Rutgers in April 1956.
- B. Regular Extension summer schools to be held every summer in various parts of the country. These programs to be offered with a different program in each year on a rotation basis:
 1. General marketing information for consumers (a general course most helpful for new workers).
 2. Communications media and their use. (For more experienced personnel).
 3. Marketing of agricultural products (designed to strengthen the background of home economics people).

II. Training recommendations for new personnel

- A. Assistantships could be offered in some schools with the work of the graduate student centered on the consumer marketing program.

- B. Since advantage is to be gained by new workers watching a M-I-C program in operation, planned tours of outstanding consumer marketing programs are advised.
- C. Visits from the USDA personnel are considered very helpful to the new workers and this practice should be continued.
- D. The bibliographies that were prepared for this meeting should be given to all new workers when they start in their new positions.

III. Desirable background for new personnel

- A. College training -- the following broad areas of courses were considered to be helpful to consumer marketing people:
 - 1. Marketing and economics
 - 2. Social sciences
 - 3. Communications
 - 4. Home economics
- B. However, it was felt by the committee that experience was also necessary as most new college graduates would be too young to fill consumer marketing positions. The search for new workers should not be confined to present Extension personnel.
- C. The committee also suggested that present workers do all that is possible to acquaint people in their own colleges of the opportunities in consumer marketing work.
- D. It was suggested that the Washington personnel prepare a brochure concerning the opportunities in consumer marketing work and the training desirable for applicants. This brochure to be made available to placement bureaus, etc.

IV. The Eastern regional training committee recommends that the reports of the other training committees be combined with this report and included in minutes of this conference.

Training Committee Members

Hildreth Flitcraft, Chairman
James Bromley, Secretary

Elsie Bamesberger
Ramon Berrocal
Gwendolyne Clyatt
Anne Confer
Margaret Healy
Ruth Hodgson

Mena Hogan
Dorothy Mulder
Mildred Swift
Maida Tabor
Mrs. Ray Theaux
Carlton Wright

REPORT OF RESEARCH COMMITTEE

This committee considered the research available and additional research needed by workers in marketing information programs for consumers.

The research committee of the Eastern conference for workers on marketing information for consumers, meeting in work group sessions on April 10 and April 11, unanimously agreed that continuing and timely research is of vital importance to them.

In order to carry out the overall objectives approved by the National Marketing Committee, more information is needed to keep pace with changes in consumers' food buying practices, and with changing economic conditions.

Also needed are a better basis than we have at present for determining effective ways of reaching many people through various media.

The committee reviewed current and recent research and discussed findings which had been reported during the past year. Examples of research which has been useful include: evaluation of the effectiveness of programs on encouraging consumption of eggs during special periods such as January Egg month; consumer acceptance of washed and unwashed potatoes; buying habits of consumers in Michigan relating to meat and apples; sources of supply of produce; and historical series such as consumption data.

The committee agreed that only the surface has been scratched in this field of research. If consumer information workers are to carry on their programs adequately and effectively, additional research is needed. It is felt that they have a responsibility to encourage continuing and expanded research, both at the State and Federal level.

Two urgent needs are for:

I. Subject matter research including

- A. Consumer buying habits for various groups, such as
 - 1. older people
 - 2. women who work outside the home and have children
 - 3. people who live alone
- B. Consumer demand
 - 1. elasticity
 - 2. effect of seasonality to price

II. Evaluation of methods and techniques of reaching consumers.
This committee therefore recommends that

- A. The Federal Extension Service prepare a bibliography of recent and current research on consumer motivation and practices and on marketing and make it available to workers in programs on marketing information for consumers.
- B. That a steering committee be set up which includes regional and State workers on marketing information programs and to advise the National Marketing Committee and workers in the Federal Extension Service of consumer information, including needed research programs.

Research Committee Members

Mary B. Wood, Chairman
Herbert Spencer, Secretary

George S. Abshier

Harold W. Miller

Larry A. Bevan

Charles W. Porter

Robert L. Bull

Dorothy Powe

James W. Dayton

Ray C. Scott

Robert B. Donaldson

Mildred B. Smith

Elizabeth Graddy

Herbert Spencer

Sharon Q. Hoobler

Shirley S. Weeks

Helen Johnson

Anna M. Wilson

Max Kirkland

Irene Wolgamot

CONFERENCE PROGRAM

Monday Morning (April 9) - Log Cabin, College Farm

OUR ROLE IN MARKETING

Chairman - Joseph F. Hauck
Specialist in Marketing, New Jersey

8:00 Registration

9:00 Welcome

William H. Martin, Dean, College of Agriculture,
Rutgers University

Janus

Joseph F. Hauck, Specialist in Marketing, New Jersey
Gale Ueland, Federal Extension Service

The Aims of Marketing Information Programs for Consumers

R. C. Scott, Federal Extension Service

10:15 Recess

10:45 The Place of Marketing Information for Consumers in the
Overall Extension Program

Lindley G. Cook, Associate Director of Extension,
New Jersey

The Importance of Marketing Information in Successful
Management of the Home

Helen G. Canoyer, Dean, New York State College of
Home Economics

Discussion

Announcements

12:00 Lunch - Douglas Cafeteria

Monday Afternoon - Log Cabin, College Farm

CREATIVE PROGRAMMING

Chairman - Doris A. Anders
State Home Demonstration Leader, Connecticut

1:30 The Marketing Information Program for Consumers as We See It

Moderator: Joseph F. Hauck, Specialist in Marketing,
New Jersey

Panel Members: L. A. Bevan, Director of Extension,
New Hampshire

Vera A. Caulum, Associate State Leader of
Home Demonstration Agents, New York State

G. W. Hedlund, Head, Department of Agricultural
Economics, Cornell University

3:00 Recess

3:30 How to Keep Your Program Growing

Moderator: M. C. Bond, Director of Extension
New York State

Panel Members: James D. Bromley, Rhode Island

James W. Dayton, Director of Extension,
Massachusetts

Hildreth M. Flitcraft, New Jersey

Mabel A. Rollins, Head, Department of Economics
of the Household and Household Management,
Cornell University

Shirley Weeks, Massachusetts

Announcements

5:00 Adjourn

6:30 Informal Dinner - University Commons

Get-Acquainted Chairman - Carlton E. Wright, New York State

Tuesday Morning (April 10) - Log Cabin, College Farm

SOURCES OF MARKETING FACTS

Chairman - R. B. Donaldson
Agricultural Economist, Pennsylvania

9:00 Prelude

Jean F. Judge, New Jersey

What Information Do You Need? Where Can You Get It?
How? When?

Chairman: Robert L. Bull, Delaware

Speakers: Carlton E. Wright, New York State
Charles E. Eshbach, Boston
Ruth Hodgson, Federal Extension Service

Discussion

10:30 Recess

11:00 Information Others Can Give You

Chairman: James B. Fawcett, Agricultural Leader,
Rutgers University

Speakers: Ernest Christ, Extension Fruit Specialist,
Rutgers University

G. Chester Freeman, Chief, Food Trades Branch,
Agricultural Marketing Service, USDA

Charles McDougall, Associate Agricultural Leader,
Rutgers University

Warren Oley, Chief, Bureau of Markets, New Jersey
State Department of Agriculture

Irene H. Wolgamot, Associate Specialist in Foods
and Nutrition, Rutgers University

Announcements

12:30 Lunch - Douglas Cafeteria

Tuesday Afternoon - Log Cabin, College Farm

USE OF MARKETING FACTS

Chairman - Lucy F. Sheive, Boston

2:00 A Way to File Your Information

Margaret E. Healy, New York City

How to Market Your Information

Samuel H. Reck, Chairman, Editorial Department,
Rutgers University, and Members of the Editorial Staff

3:45 Recess

4:00 How You Marketed Your Information

Carlton E. Wright, New York State

Announcements

4:30 Adjourn

Tuesday Evening

7:00 Committee Meetings

Research - Administration Building, First Floor
Director Cook's Office

Training - Administration Building, Student Lounge

Exchange of Information - Home Economics House

Wednesday Morning (April 11) - Log Cabin, College Farm

WAYS TO GATHER AND INTERPRET MATERIALS

Chairman - Elizabeth Graddy
Home Economics Leader, Rutgers University

9:00 Case I

Gale Ueland, Federal Extension Service
Gwendolyn Clyatt, Maryland
Frank D. Reed, Poultry Marketing Specialist, Maine
R. C. Scott, Federal Extension Service

10:30 Recess

10:45 Case II

Carlton E. Wright, New York State
Betty L. Woods, New York City
Ruth Hodgson, Federal Extension Service

Announcements

12:15 Box Lunch - Log Cabin

Wednesday Afternoon - Log Cabin, College Farm

WAYS TO PREPARE AND DISTRIBUTE MATERIALS

Chairman - Charles W. Porter, Pennsylvania

1:15 Case III

Ruth Hodgson, Federal Extension Service
Sharon Q. Hoobler, Federal Extension Service
Carlton E. Wright, New York State

Announcements

3:00 Recess

3:15 Committee Meetings

Research - Administration Building, First Floor
Director Cook's Office

Training - Administration Building, Student Lounge

Exchange of Information - Home Economics House

5:00 Adjourn

Wednesday Evening

7:00 "The King and I"

Theater party for those with advance reservations

Thursday Morning (April 12) - Log Cabin, College Farm

WAYS TO REACH THE PUBLIC

Chairman - George S. Abshier, North Carolina

9:00 How We Reached Our Public

Charles E. Eshbach, Boston
Mildred B. Smith, Connecticut
Mary B. Wood, New York State
Harold W. Miller, New York City
Shirley S. Weeks, Massachusetts

Discussion

WATV Presents "A Woman's Work..."

Margaret Shepard, Home Agent, Essex County,
New Jersey

10:30 Recess

11:00 Influencing Consumer Practices

Jean Wade Rindlaub, Vice President, Batten, Barton,
Durstine, and Osborn

Discussion

Announcements

12:00 Lunch

Thursday Afternoon - Administration Building, Room 211

THE FACTS ON VIEW

Chairman - Elsie Bamesberger, Pennsylvania

1:30 Visual Ideas

Donald T. Schild, Federal Extension Service

3:00 Recess

3:15 Five Years on Television

Margaret Shepard, Home Agent, Essex County,
New Jersey

Robert MacDougal, Director of Public Service
Programs, WATV, Newark, New Jersey

Discussion

Announcements

4:30 Adjourn

Thursday Evening

7:00 Dinner - Far Hills Inn, Somerville, New Jersey

Friday Morning (April 13) - Log Cabin, College Farm

GUIDES FOR EVALUATION

Chairman - Paul E. Nystrom
Director of Extension, Maryland

9:00 Prelude

Jean F. Judge, New Jersey
Hildreth M. Flitcraft, New Jersey

How to Evaluate Your Work

Frederick P. Frutchey, Federal Extension Service

11:00 Recess

11:15 Our Study of the Food Marketing Handbook

Mary B. Wood, New York State

The Louisville Study - How It Applies to You

Ruth Hodgson, Federal Extension Service

Announcements

11:45 Lunch

Friday Afternoon - Log Cabin, College Farm

FASHIONS IN REPORTING

Chairman - Lindley G. Cook
Associate Director of Extension, New Jersey

1:15 Does Your Annual Report Do You Justice?

Gale Ueland, Federal Extension Service

Your Thoughts on--

Research
Training
Exchange of Information

Janus Again

Joseph F. Hauck, Specialist in Marketing, New Jersey
R. C. Scott, Federal Extension Service

Announcements

3:15 Adjourn

ATTENDANCE AT THE CONFERENCE

Abshier, George S.

M-I-C
North Carolina State College
Raleigh, N. C.

Acevedo, Ricardo

Associate Specialist, Marketing
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Rio Piedras, P. R.

Anders, Doris A.

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Bratton, C. A.

Agricultural Economist
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Kingston, R. I.

Bull, Robert L.

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Newark, Dela.

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Cameron, Janet	Foods and Nutrition Specialist Virginia Polytechnic Institute Blacksburg, Va.
Canoyer, Helen G.	Dean, College of Home Economics, Cornell University Ithaca, N. Y.
Caulum, Vera A.	Associate State Leader, Home Dem. Agents College of Agriculture, Cornell University Ithaca, N. Y.
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Freeman, G. Chester Chief, Food Trades Branch
Food Distribution Division
Agricultural Marketing Service, USDA

Frutchey, Frederick P. Chief, Teaching Methods Research Branch
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